

Jewish Community Study of Greater Milwaukee 2011

Revised March 2015

**Commissioned by the
Milwaukee Jewish Federation**

**Research Conducted with Research Partner:
Center for Urban Initiatives and Research
University of Wisconsin-Milwaukee
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**Revised Report Produced in Partnership with:
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Preface to the Revised Report

This revised report is issued by the Milwaukee Jewish Federation in partnership with the Berman Jewish DataBank @ The Jewish Federations of North America.

In 2011, the Milwaukee Jewish Federation issued an original report on findings from the Jewish Community Study of Greater Milwaukee 2011. In 2013, when staff at the Berman Jewish DataBank were preparing the Milwaukee study datafile for archiving and posting on the DataBank website, they discovered the study's original researchers had left the telephone survey data unweighted and the original report reflected the unweighted telephone survey data.

Weighting telephone survey data is a standard procedure that corrects for the fact that some people have a better chance of being in the sample than others and that some people contacted for the survey are more likely to complete the survey than others. By using unweighted telephone survey data, the original report over-represented those most engaged in Jewish community and life and under-represented those with more tenuous connections.

To provide a more accurate picture of the entire Milwaukee Jewish population under study, the Federation and the DataBank agreed that DataBank staff would 1) use information available from the telephone interview process to weight the completed telephone interview data, 2) produce new statistics using the weighted data, and 3) revise, where necessary, corresponding language describing the findings. Due to the weighting, statistics from the telephone survey reported in this revised edition of the study report differ from statistics in the original report. By agreement, DataBank staff have kept narrative revisions to a minimum.

Technical details on how the telephone survey data were weighted for this revised report can be found in Chapter 2, "Estimating the Size and Residential Location of the Jewish Population in Greater Milwaukee."

The data from Internet survey respondents remains unweighted in this report because no sufficient methodology exists to weight it. Consequently, findings from the Internet survey in this revised report are the same as those in the original report, with two exceptions. The original report issued percentages with one decimal point, while this revised report rounds percentages to the nearest whole percentage. In a few instances, statistics from the Internet survey that were erroneously reported in the original report have been corrected.

Executive Summary

Purpose

The Jewish Community Study of Greater Milwaukee 2011 was undertaken to provide the community with current information related to the size and composition of the Jewish population, perspectives on Jewish affiliation, religious practices and interconnectivity; assessment of past and future programming; and insight about the community's charitable giving. The study was commissioned by the Milwaukee Jewish Federation and was funded by the Helen Bader Foundation and the Daniel M. Soref Charitable Trust.

Target Geographic Area of Study

The target geographic area of the study is designed to capture as much of the Jewish population in the greater Milwaukee area as possible. The target area includes all of the communities in Milwaukee and Waukesha Counties as well as communities in the southern half of Ozaukee County. This is a larger geographic area of study as compared to earlier Jewish Community Studies conducted in the greater Milwaukee area.

Survey Methodologies

This study of the Jewish Community of Greater Milwaukee is based upon two surveys, one conducted by telephone and the other through the Internet. The telephone survey was conducted with randomly selected households in the greater Milwaukee area using random telephone numbers as well as telephone numbers contained in the Milwaukee Jewish Federation's database of Jewish individuals and families in the region. A total of 534 telephone interviews were conducted with adults in households where at least one adult was identified as being Jewish. Interviews were conducted with all respondents who either considered themselves to be Jewish or were born or raised Jewish.

Taking advantage of modern technology, an Internet-based survey was created for this project with the intent that all Jewish adults who wished to participate in the study could complete a survey. The opportunity to participate in this survey was publicized through many outreach methods coordinated by the marketing staff of the Milwaukee Jewish Federation. A total of 1,141 individuals completed the Internet-based survey.

The Internet-based survey is not as scientific as the telephone survey. On some variables, responses from the telephone survey respondents and the Internet questionnaire respondents were similar; on other variables, the responses were different. The largest areas of difference centered on Internet-survey respondents being more connected to Jewish people and institutions in the greater Milwaukee community. This is not surprising given that those with more connections to the community were more likely to learn about the opportunity to participate, given the publicity for the Internet survey. In general, the Internet survey responses reflected a more Jewishly and Jewish-community connected sample than did the weighted randomly-based telephone interviews.

The results from both surveys are reported separately in this report. Those interested in the perspectives of Jews with relatively strong ties within the Jewish community should find the Internet-based results of particular interest. Those most concerned with a portrait of the entire Jewish community of Greater Milwaukee — including the disconnected as well as the connected — will pay close attention to the telephone survey results.

Key Findings

The full report of the Greater Milwaukee Jewish Community Study provides extensive empirical information resulting from the administration of the telephone and Internet survey components of the overall study. The selections below provide some key findings from the study but do not include the full set of findings and analysis provided in the full report, most notably, the geographically based variations on questions such as religious practices and feelings of connectivity and inclusion. The survey findings reported below are organized by major topics included in the survey.

The Size and Residential Location of the Jewish Community in Greater Milwaukee

This carefully designed study yielded substantial findings about the demographic composition and residential location of Jewish households in the greater Milwaukee area—some of which ran contrary to common understandings about the demography of the regional Jewish community.

Estimated Size of the Jewish Population:

Using data collected through the telephone survey as well as data from the 2010 United States Census, it is estimated that approximately 15,000 households in the greater Milwaukee region have one or more Jewish adults in residence. These households contain 25,800 Jewish persons and another 9,600 non-Jewish persons; thus, a total of 35,400 individuals – adults and children - live in these Jewish households.

Regional Distribution of the Jewish Population:

The geographic area with the largest Jewish population is the North Shore, including (but not limited to) the very northeastern tip of the City of Milwaukee, Glendale, Shorewood, Whitefish Bay, Bayside, Fox Point, Mequon, and Cedarburg (see figure below).

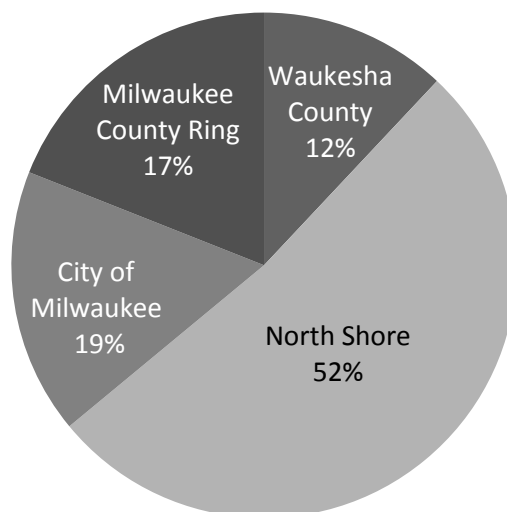
The North Shore contains an estimated 52% of the 25,800 Jewish persons in the study area.

The remainder of the City of Milwaukee has 19% of all Jewish persons in the study area — an estimated 4,900 Jewish persons.

The suburban Milwaukee County Ring has 4,300 Jewish persons, 17% of the community total.

Waukesha County includes just over 12% of the Jewish Community, 3,200 Jewish persons.

Residential Location of Jewish Population in Greater Milwaukee



Demographic Characteristics of the Jewish Population

Age: *The Milwaukee Jewish community is an older Jewish community.* Approximately 10% of all currently Jewish persons (including those who are Jewish and something else) are under the age of 18, another 15% are 18-29, 5% are 30-39, 10% are 40-49, 22% are 50-59, 19% are 60-69 and 18% are 70 years of age or older.

Current Marital Status of Adults in Jewish Households: married or partnered, 66%; divorced, 4%; widowed, 9%; separated, less than 1%; single, 21%.

Employment Status of Adults in Jewish Households: employed full time, 40%; employed part time, 10%; unemployed, 6%; retired, 28%; stay at home parent, 3%; student, 9%.

Educational Achievement of Adults in Jewish Households: some high school/high school graduate, 15%; technical/trade school or some college, 21%; two-year college degree, 6%; four-year college degree, 25%; master's level degree, 21%; doctoral or advanced degree, 10%.

Residency Patterns of Jewish Households

Length of Residence in Current Home: Over half of respondents in both the telephone and Internet surveys said that they have lived in their current home for eleven or more years.

Length of Residence in Greater Milwaukee Area: 80% of telephone survey respondents and 73% of Internet survey respondents have lived in the greater Milwaukee area for more than 20 years.

Moving Plans: About 12% of respondents in both the telephone and Internet surveys said that they plan to move within the next year or two. The majority of those expecting to move reported that they would remain in the greater Milwaukee area: 69% of telephone respondents and 60% of Internet respondents.

Perspectives on Being Jewish

Jewish Religious Affiliation: 42% of respondents in the telephone survey identified their affiliation as Reform Judaism; 18% are Conservative and 5% identify with the various Orthodox movements; 32% of telephone respondents categorized themselves as “Just Jewish” or a secular or cultural Jew either on the first question on identification or in details provided in a follow-up question.

In the last randomly-dialed telephone survey of the community in 1996, 2.5% of respondents identified as Orthodox, 22% as Conservative, 39% as Reform, and 34% as “Just Jewish,” patterns essentially replicated in the 2011 telephone survey. The Internet survey respondents have a much higher rate of Jewish denominational identification than do the telephone respondents, whose answers provide the most accurate portrayal of the entire Jewish community in Greater Milwaukee.

Orientation to Jewish Religion	Telephone Survey % of Respondents	Internet Survey % of Respondents
Orthodox	3%	8%
Modern Orthodox	2	6
Conservative	18	22
Reconstructionist	2	3
Reform	42	44
Just Jewish/Secular Jew/Cultural Jew	32	12
Miscellaneous Answers	<1%	5
Total	100%	100%

Importance of Being Jewish: 60% of telephone survey respondents reported that being Jewish was “very important” to them (88% of Internet respondents).

Jewish Friends: 31% of telephone survey respondents and 69% of those in the Internet survey said that “most” of their friends were Jewish. 13% of telephone respondents reported no Jewish friends and another 14% “a few.”

Connection to Other Jews: 40% of telephone survey respondents said that they felt “very connected” to other Jews while another 38% were “somewhat connected.” Further, about 27% of respondents in the telephone survey said that they feel “very” included in the local Jewish community, while another 25% felt “somewhat” included.

Importance of Children Being Connected to Other Jews: 35% of those responding to the telephone survey compared to 84% of those who participated in the Internet survey said that it was very important for their child or children to be connected with other Jews.

Adult Children Raised in Local Jewish Families

Residential Location of Adult Children: Many Jewish families in the greater Milwaukee area have adult children who now live outside of their childhood home. A large number of these adult children currently live in locations outside of the greater Milwaukee region.

Adult Children Not Returning to the Area: Over three-quarters of the respondents in both the telephone and Internet surveys said that it is unlikely that these adult children will return to live in the greater Milwaukee area in the next few years.

Jewish Practices at Home

Mezuzah on Front Door: About 61% of telephone sample respondents and 87% of Internet sample respondents indicated that they have placed a mezuzah on their front door.

Light Candles on Friday Evenings: 17% of the telephone respondents and 41% of Internet respondents said that they light candles “most of the time” or “always” on Friday evenings; 47% of telephone respondents “never” light Shabbat candles and 15% “seldom” do so.

Participate in Seder on Passover: Significant proportions of respondents in both surveys (54% of telephone and 85% of Internet) said that they always participate in a Seder on Passover.

Light Hanukah Candles: 56% of telephone respondents report always lighting Hanukah candles (73% of Internet respondents).

Shabbat Meal: While 41% of Internet respondents reported sharing a Shabbat dinner with family members most of the time or always, among the more randomly-interviewed telephone survey respondents only 13% always or usually had a Shabbat dinner.

Keeping Kosher: 13% of telephone survey respondents reported some level of keeping kosher in 2011 (including partially kosher); in 1996, a similar 13% kept kosher, either at home only or at home and outside the home. A quarter (24%) of the Internet respondents reported that they keep Kosher.

Adult Jewish Study: 33% of the telephone sample and 45% of the Internet sample said that at least one adult member of the household attends Jewish study.

Synagogue Attendance and Membership

Synagogue Membership: 54% of telephone survey respondents and 83% of Internet respondents said that they belong to at least one synagogue. (Note: The survey question which focused on synagogue membership asked respondents if they were a member of one or more synagogues. Membership was not further defined and respondents were not asked if they were dues paying members.)

Synagogue Attendance: 24% of telephone sample and 7% of Internet sample never attend synagogue services. Conversely, 10% of telephone respondents and 21% of the Internet respondents reported attending synagogue services one or more times per week.

Attend Synagogue Services on High Holidays: 41% of telephone survey respondents (and 73% of Internet sample respondents) said that they always attend synagogue services on the High Holidays; 33% of telephone respondents replied that they never attended Holiday services and 10% “seldom” attended.

Jewish Education

Day Care and Preschool: Households that reported having children were asked if they had any children attending either preschool or day care. Of those who responded affirmatively, 50% of the telephone survey respondents and 81% of those from the Internet survey indicated that their children were attending a day care or preschool program offered by a Jewish organization.

K-12 School: Of the households that reported having children in any grades from Kindergarten through high school, about 20% of telephone survey respondents and 48% of Internet survey respondents said that they had one or more children enrolled in a Jewish Day School.

Jewish Experiences of Adults When They Were Younger

Jewish Day Camp: 39% of telephone respondents said that they attended or worked at a Jewish day camp when younger.

Jewish Overnight Camp: Similarly, 38% attended or worked at a Jewish overnight camp.

Jewish Youth Organization: Over half of the telephone respondents reported having participated in a Jewish youth organization when they were younger.

Jewish Intermarriage and Jewish Life

Intermarriage Rate of Households: Over half (about 58%) of surveyed households contained a married couple or domestic partners. Of these, 44% reported that one spouse or partner was not Jewish, constituting intermarriage across faiths.

Raising Children: Among households with children, all with two Jewish spouses (partners) and 41% with interfaith spouses (partners) report they were raising their children in the Jewish religion only. Households with intermarried couples also reported raising their children in both the Jewish and another religion (27%), with no religion (30%), or in another religion (1%).

Knowledge of Jewish Organizations

Knowledge Levels: Respondents in both surveys were most familiar with the Jewish Community Center, followed in rank order by the Milwaukee Jewish Federation, Jewish Family Services, and Jewish Home and Care Center. In general, Internet survey respondents were more familiar with these Jewish communal organizations.

Impact of Economic Downturn

Impact on Family Finances: 23% of telephone respondents and 13% of Internet respondents rated the economic downturn as having a serious impact on family finances. About another third of each group rated the impact as moderate. In general, the economic impact of the Great Recession of 2008 and beyond was most serious for those households with the lowest annual incomes in 2011.

Impact on Family Activities: Respondents in both surveys were asked how the economic downturn had affected the ability of household members to participate in recreational activities (e.g., arts and culture events, sports events, vacations) and in Jewish communal activities (e.g., enroll children in summer camp or in day school, join or remain a member of the Jewish Community Center). In general, the economic downturn affected recreational activities more than it did participation in Jewish communal activities.

Perspectives on Charitable Giving

Giving to Jewish Causes: 13% of telephone survey respondents reported that their household gave more than three-quarters of their total charitable contributions to Jewish organizations and causes, and another 7% reported giving between half and three-quarters of their charitable dollars to Jewish causes.

Fewer than 5% of all intermarried households reported giving at least half of their charitable dollars to Jewish causes compared to 41% of inmarried Jewish respondents (telephone survey data).

Giving through the Milwaukee Jewish Federation: 37% of telephone survey respondents and 72% of Internet respondents said they made charitable donations to or through the Milwaukee Jewish Federation.

Perspectives on Israel

Travel to Israel: About 41% of telephone respondents said that they had at some time in the past traveled to Israel (82% of Internet respondents).

Importance of Israel: Just over half (53%) of telephone survey respondents said that Israel was “very important” to them, while another 31% replied “somewhat important.” Among Internet respondents, 68% said Israel was very important while another 26% said it was somewhat important.

Support for Israel and Overseas: The proportion of respondents who thought that it was “very” important for the Jewish community of Milwaukee to “support Israel and Jews overseas” was the same in both studies —58% of telephone respondents and 58% of Internet respondents. Over half of the respondents in both surveys rated support for Israel and overseas causes as “very important.”

Experiences of Jewish Teens

Teens in Households: 42% of telephone survey households include at least one teenager.

Participation in Youth Groups: Among telephone households with children, 40% indicate that one or more teenagers participate in a Jewish youth group.

Introduction to the Study

During 2009, the Milwaukee Jewish Federation commissioned a strategic visioning group to explore how the Jewish community and the community's organizations might collaborate as a means of response to the economic downturn sweeping the nation. Among the many important ideas that flowed from this visioning work was the identification of the need for and value of a survey of the Jewish community to provide information on several topics including: (1) the demographic composition of the contemporary Jewish community in the Greater Milwaukee area, (2) a current understanding of the services and religious needs and interests of members of the community, and (3) ideas for strengthening the Jewish community in Milwaukee and surrounding areas.

In response, the Milwaukee Jewish Federation launched an effort to conduct a survey of the Jewish community in Greater Milwaukee during 2011. The Federation obtained funding from the Helen Bader Foundation and the Daniel M. Soref Charitable Trust to support planning and implementation of the survey as well as for distribution of survey findings.

The ultimate purpose of the Jewish Community Study of Greater Milwaukee 2011 is to provide the local Jewish community with knowledge and information that can inform planning and services related to many dimensions of Jewish life including, but not limited to, religious observance, social connection, Jewish education, service needs, and charitable giving.

The 2011 study was conducted by the Center for Urban Initiatives and Research at the University of Wisconsin-Milwaukee, under the supervision of Stephen L. Percy, Professor of Political Science and Urban Studies. Project planning, implementation, and data interpretation were aided by several members of the Jewish community who participated in the planning and development stages of the survey as well in plans for dissemination of survey results. In the 2011 report, Dr. Percy acknowledged and thanked Laura Barnard and Dr. Jane Avner of the Milwaukee Jewish Federation for their editorial assistance in preparing the report. He also thanked all of the members of the local Jewish community that contributed ideas and feedback into the content of this study as it pertains to answering key questions related to planning for the Jewish community of Greater Milwaukee.

In January 2015, the Milwaukee Jewish Federation issued this revised report in partnership with the Berman Jewish DataBank @ The Jewish Federations of North America. As noted in the Preface (see p. 3), the 2015 revised report is based upon a data file weighted by Berman Jewish DataBank staff. The weighted data file is designed to correct the over-representation in the original 2011 report of telephone respondents who are most engaged in Jewish communal life in greater Milwaukee, especially those who live in the North Shore geographic sub-area. As also noted in the Preface, Internet survey responses remain as reported in 2011.

Chapter 1

Methodology of the Study

A two-pronged data collection strategy was used for the Jewish Community Study of Greater Milwaukee 2011. The first research strategy was a telephone survey of randomly selected households. The second was an Internet-based survey, one of the first of its kind utilized for a Jewish demographic study of this type. This chapter describes, in detail, the design elements of these two surveys which together represent the Jewish Community Study of Greater Milwaukee 2011.

Defining the Geographic Target Area and Regions of Study

An important starting decision for the Jewish Community Study of Greater Milwaukee 2011 concerned the boundaries of the target area for study. In the most recent demographic study, conducted in 1996, target area boundaries included all of Milwaukee County and parts of Waukesha, Ozaukee, and Washington Counties. Discussions held during the design phase of the current study revealed perceptions about changes in residential location patterns of Jews in Greater Milwaukee that have taken place since the 1996 study. It was perceived that over the past 15 years, the local Jewish population has:

- Moved northward into suburbs and communities located in close proximity to Lake Michigan and extending into Ozaukee County, and
- Expanded westward beyond the boundaries of Milwaukee County into the whole of Waukesha County.

The study design team decided it was appropriate to define the geographic area boundaries of the Jewish Community Study of Greater Milwaukee 2011 so as to include these areas—thus enlarging the target area of the study beyond that of previous demographic studies of the local Jewish community.

As with the previous study, it was decided to analyze demographic and other community-level data within specified regions that together comprise the overall target area. The regional areas selected for the 2011 study include:

- **North Shore:** Neighborhoods located in the northeast corner of the City of Milwaukee as well as suburban communities that follow Lake Michigan northward including those in northeastern Milwaukee County and the bottom half of Ozaukee County.
- **City of Milwaukee:** All neighborhoods in the city excluding those in northeastern city areas included in the North Shore region.
- **Milwaukee County Ring:** All suburban communities in the county, excluding the City of Milwaukee and communities in the northeastern area north of the city boundary which are included in the North Shore region. This includes, but is not limited to, the communities of Cudahy, Franklin, South Milwaukee and St. Francis; and west of Milwaukee such as West Allis, New Berlin, Hales Corners and Wauwatosa.
- **Waukesha County:** All areas within Waukesha County.

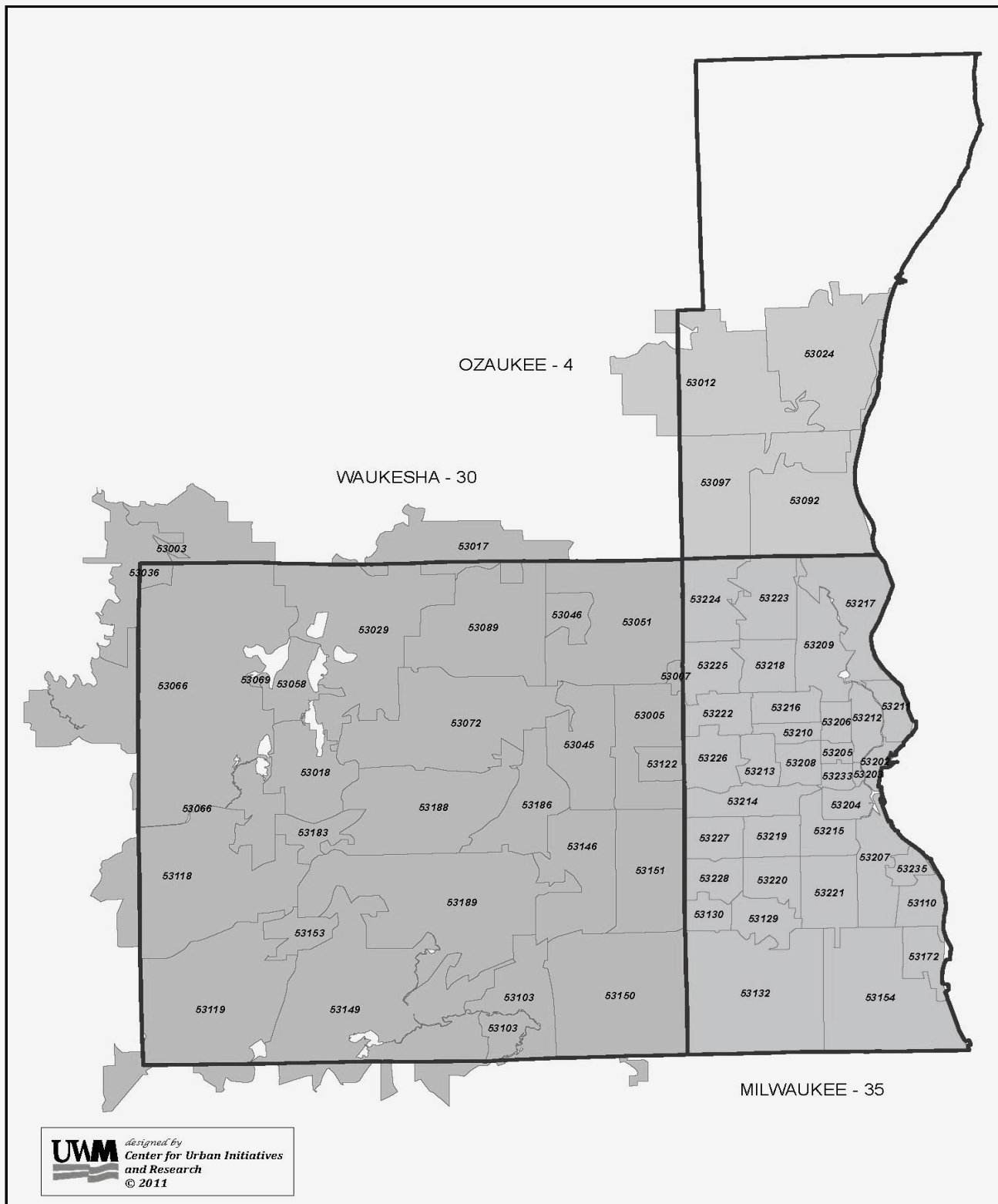
The actual regional areas are constructed from individual Zip Code areas as defined by the U.S. Postal Service. Table 1-1 provides a more precise description of the regional areas and overall target area noting the composition of each according to Zip Code areas. Figure 1-1 arrays in map format the Zip Codes used to comprise the different regions of this study.

Table 1-1

Detailed Description of Target Areas and Regions Used for the
2011 Jewish Community Study of Greater Milwaukee

Region Designation	Description	Component Zip Codes
North Shore	Suburban Areas north of the City of Milwaukee. Includes several communities in Milwaukee County (Bayside, Fox Point, Glendale, River Hills, Shorewood, Whitefish Bay) as well as communities in Ozaukee County (Cedarburg, Mequon, Thiensville). Includes all of two Zip Code areas that have some overlap with the City of Milwaukee: 53211 (Milwaukee and Shorewood) and 53209 (Milwaukee and Glendale.	53012, 53024, 53092, 53097, 53211, 53217, 53209
City of Milwaukee	All Zip Codes in the City of Milwaukee, excluding 53211 and 53209.	53202, 53203, 53204, 53205, 53206, 53207, 53208, 53210, 53212, 53215, 53216, 53218, 53221, 53223, 53224, 53225, 53233
Milwaukee County Ring	All Zip Codes in Milwaukee County, excluding North Shore Zip Codes and City of Milwaukee Zip Codes (both defined above). These include communities south of Milwaukee such as Cudahy, Franklin, South Milwaukee and St. Francis; and west of Milwaukee such as West Allis, New Berlin, Hales Corners and Wauwatosa, among others.	53110, 53129, 53130, 53132, 53154, 53172, 53213, 53214, 53219, 53220, 53222, 53226, 53227, 53228, 53235
Waukesha County	All Zip Codes in Waukesha County, excluding Zip Codes 53017 and 53036 which are primarily located in other counties.	53018, 53029, 53045, 53046, 53051, 53058, 53066, 53069, 53072, 53089, 53103, 53118, 53119, 53122, 53146, 53149, 53150, 53151, 53153, 53183, 53186, 53188, 53189

Fig. 1-1 Milwaukee Jewish Federation - Zip Codes, 2011 Survey Area



Telephone Survey as Research Methodology

Telephone surveys of randomly selected households in urban communities have been the traditional data collection strategy used to measure the demographic characteristics of Jewish populations in American communities.¹ Telephone surveys are understood to have the highest probability of reaching randomly selected households, even though there is always some probability of potential sampling error in this approach to survey research. Being as random as possible creates a representative sample that can be reliably used to extrapolate findings to a wider community.

Survey Design

A Community Study Committee contributed to and guided the overall work of organizing and implementing the Jewish Community Study of Greater Milwaukee 2011. The Community Study Committee was co-chaired by Michael Lappin and Marlene Lauwasser. The co-chairs were joined by five additional community representatives who together comprised the Survey Design Committee responsible for working with the research partner to craft the language and questions of the survey: Nancy Barnett, David Cohen, Jane Gellman, Jody Hirsh and Abigail Nash. Milwaukee Jewish Federation staff also assisted in survey design; these individuals included Sheryl Primakow (Director of Planning at the Federation) and research assistants Chelsea McNerney, and April Slabosheski. This planning team met ten times over a two-month period in late 2010 and early 2011.

In order to obtain broader community input into the survey design process, a Steering Committee was created. This Committee provided input and feedback on the community survey draft created by the Survey Design Team. The input of this team was very helpful in revising and strengthening the final survey instrument. Members of the Steering Committee included Survey Design Team members plus the following individuals: Alan Borsuk, Allan Carneol, Michael Cohn, Eric Crawford, Inna Dulkan, Suzy Ettinger, Pnina Goldfarb, Lilly Goren, Sarah Hwang, Marc Jacobson, Joseph Kasle, Jody Kaufman Loewenstein, James Miller, Nat Sattler, Karen Schapiro, Louise Stein, Sue Strait and Simmy Ziv-El.

The starting point for survey design was the *1996 Jewish Community Study of Greater Milwaukee*. The questions included in this study provided data that have proven helpful to the local community.² While utilizing some questions from the 1996 study, the Survey Design Team decided to explore inclusion of a variety of new topics in the 2011 survey. In the course of its many meetings, the Survey Design Team explored survey topics based upon the following:

- A review of survey questions used in comparable Jewish studies in other communities,
- Input from Jewish organizations and synagogue leaders in the local Jewish community regarding information they needed for planning, and
- Issues identified by a task force convened in 2010 that explored collaborations and partnerships within the Jewish community as a means of responding to the economic downturn that began in 2007.

¹An inventory of Jewish community studies is maintained by the Berman Jewish DataBank at The Jewish Federations of North America, <http://www.jewishdatabank.org/Studies/us-local-communities.cfm>

²The survey questions used in the *1996 Jewish Community Study for Greater Milwaukee* can be found at <http://www.jewishdatabank.org/Studies/details.cfm?StudyID=582>.

Sampling Methodology for the Telephone Survey

In most metropolitan areas in the United States (outside of some in New York and New Jersey), less than five percent of the population is Jewish. Conducting random-digit telephone surveys to speak with members of Jewish households is therefore quite challenging, because it takes an extraordinary number of contacts to achieve a sample size large enough to credibly generalize to the broader population. This has been a persistent challenge when conducting studies of Jewish communities across the United States: the relatively low numbers of Jews spread across the full array of neighborhoods in large metropolitan areas. While substantial communities of Jewish families reside in such areas, their numbers are often dwarfed in proportion to the very much larger populations of non-Jews residing in the region.

Therefore, in this study, two sampling approaches were used to both take advantage of new methodology in survey practices and to increase the efficiency of the sampling. For the **first wave** of the telephone survey, the research partner, the UWM Center for Urban Initiatives and Research (CUIR), purchased a listing of thousands of operating telephone numbers in the designated target area for this study. These telephone numbers were linked to the geographic area of the land-line location of residential households; businesses, governmental offices, and nonprofit agencies were excluded from these lists. In order to keep abreast of changing technology usage, particularly among younger adults, the telephone list obtained by CUIR also contained numbers for mobile cell phones with a link to residential registration in the target area. Screening questions were used to ensure that telephone survey respondents interviewed by telephone live in the target area of the study (some people relocate to other communities but keep their locally based (414 and 262) area codes).

To increase the efficiency of the overall sampling operation for the telephone interviews, a different sampling frame was utilized for **wave 2**: the database of Jewish individuals and households maintained by the Milwaukee Jewish Federation (MJF). Maintained over many years and drawn from numerous sources, this list of Jewish individuals has been used to market programs and solicit charitable giving. People are removed from the list only as the result of death or by request from the individual or household. In 2011, this listing contained the names and contact information for over 6,000 individuals and families (representing a significant portion of the overall Jewish community in the region).

Any methodology for creating a sampling frame has the potential for bias, and it is appropriate for researchers to be honest about such biases when reporting results. The random-digit dialing method is recognized as the least biased for generating a sampling frame of households to be contacted for survey participation. The inclusion of cell phones in this sample was a positive step in removing bias, since it expanded the opportunity to contact people, especially younger adults who are increasingly moving away from use of land-line telephones. RDD, however, proved too time and resource consuming to utilize as the sole method to contact a sufficient number of households to achieve the target goal of conducting surveys in 500 or more Jewish households.

By utilizing the MJF contact list, the survey team was able to reach a larger number of Jewish households in a shorter amount of time. The research team carefully considered this list. It was recognized that the individuals on this list are expected to be more connected to the Jewish community than the full array of Jews in the target area (recognizing that some Jews have little active affiliation with the Jewish community). At the same time, however, this list of several thousand Jews and Jewish households likely

contains a relatively large proportion of Jews in the Greater Milwaukee area. Further, MJF officials described the individuals and families on the list as quite varied as to their level of involvement in charitable giving. The size and compilation method used to create this list (used as a pool from which to sample telephone numbers and respondents) mitigate against a major bias in the second wave of the survey.

By the end of the survey process, respondents in 534 Jewish households participated in the study, with the telephone survey total surpassing the project goal of 500 completed surveys. A sample of this size generates a margin of error of plus or minus 4.5% at the 95% confidence level.

Before beginning the telephone survey, the Milwaukee Jewish Federation undertook efforts to publicize it. The MJF encouraged participation by explaining its value in expanding public knowledge about the community and its value for future planning. Potential participants were also alerted to the fact that when the survey team called them, “University of Wisconsin Milwaukee” would appear on their Caller ID, thus encouraging people to answer the telephone.

Telephone survey administration was conducted by the Survey Center at the Center for Urban Initiatives and Research, University of Wisconsin-Milwaukee.

Embracing New Research Technology: Creating an Internet Survey

During early stages of this project, consideration was given to the potential value of conducting an Internet-based survey to parallel administration of the telephone survey. The group learned that an Internet-based study of the Jewish Community in Rochester, New York had been launched in 2010.⁴ Internet-based surveys have two important advantages over traditional telephone surveys: (1) they are far less expensive to administer, and (2) anyone who wishes to participate in the study can complete a survey (meaning that a larger number of responses can be accrued). There are also disadvantages, however, including these two: (1) there are no established listings of Internet mail addresses from which a random sample can be drawn, and (2) findings cannot be easily generalized to a larger population given that survey participation is based upon self-selection rather than random telephone contact.

After substantial discussion, the Survey Design Committee decided to add an Internet, web-based survey to the Jewish Community Study of Greater Milwaukee 2011. The Internet survey included the same questions as those developed for the telephone survey. This survey instrument allowed any adult member of the Jewish community in Greater Milwaukee to participate in the study—thereby expanding the reach of the survey into the Jewish community

Invitations to participate were extended in many ways as the overall project sought to market the Internet survey as broadly as possible. The Milwaukee Jewish Federation took the lead in marketing the survey through print advertisements in the *Wisconsin Jewish Chronicle* and through phone blasts, Internet messages, letters, and fliers. The Federation coordinated communication strategies with synagogue leaders and the leaders of Jewish organizations operating in the Greater Milwaukee area. Synagogues and Jewish organizations, in turn, distributed information about the survey and an invitation to participate through their respective communication systems.

⁴The Jewish Community Study in Rochester, New York, what was termed a “viral internet” survey is described at the following Internet link: <http://www.jewishdatabank.org/study.asp?sid=90155&tp=2>

Over the period the Internet survey was available, over 1,100 Internet surveys were completed. It should be noted that if any individual completed the survey through the Internet and then received a call from the survey team to take the survey by telephone, the telephone interviewer thanked the respondent for participating and did not try to complete the survey again by telephone.

A Note on Comparing Internet and Telephone Survey Methodologies

It is important to recognize the differences between the two surveys. One was designed to be as random as possible with regard to identifying respondents in Jewish households who would participate in the survey. For this reason, the telephone survey is more scientific and is best used in any efforts to carefully generalize to the larger Jewish community.

The Internet survey represented an opportunity to reach deeper in the Jewish community by expanding opportunities to participate. In studies like this, some community members might feel left out if they were not given the opportunity to participate. The planning team saw advantages to broadening the data collection by engaging the widest possible group in the survey. This approach is less scientific and can be biased on several fronts. The possible bias of most relevance here is that those individuals who are more connected to religious and cultural institutions in the community—the Milwaukee Jewish Federation, synagogues and Jewish organizations—were more likely to learn about the opportunity to participate in the survey and thus were more likely than less-connected Jews to take the survey on-line. There may also be bias with regard to computer literacy, since individuals who do not have access to or who are not comfortable working with computers and computing software (e.g., elderly people) are likely to be somewhat under-represented in this survey.

Because of these key differences in survey methodology—particularly in the sampling frames used to identify responses—the results of these surveys are always reported separately in this and other data reports created for the Jewish Community Study of Greater Milwaukee 2011. It is interesting, however, that for some survey questions responses were quite similar across the two surveys. The areas where significant differences did appear pertain mainly to connectedness to the Jewish community. Respondents in the Internet survey tend, on average, to be more connected with Jewish people and institutions than respondents in the telephone survey.

This general finding informs interpretation of the data as follows: **responses to the telephone survey can be more broadly generalized to the Jewish community in Greater Milwaukee**, while responses to the Internet survey can be more broadly generalized to that subset of the Jewish community that is more active in and connected to the Jewish community. Therefore, this approach provides data analysis from multiple perspectives.

Other Caveats in Reading Tables and Interpreting Data

Readers of this report should be cautioned on two other issues when interpreting data tables and analyses. In some cases, data tables present information on a subset of all respondents and not the full set of them. For example, we have a table that asked the whole set of respondents if they are planning to move in the next year or two. Next, we include a table that describes *only for those who said they are planning to move* the locations of their respective moves. It is important that data that describe a subset of respondents (e.g., those respondents who indicated that they were planning to move) *not* be understood to describe, or be relevant to, the entire set of respondents. In all data tables that include a subset of respondents, an additional line (subheading) is added to the table heading to describe the exact subset. Below, for example, is the heading for the table describing respondents who in the previous table said they intend to move in the next year or two, and where they plan to move. An extra line is added to the table heading (as show below) to clarify that data in the table are relevant only to a subset of respondents.

Example of Data Table Subheading Intended to Describe the Subset of Respondents included in the Table

Table 5-6

Location of Potential Residential Move in Next Year or Two for Jews in Milwaukee

(Asked of those who said they were considering a residential move)

Another caveat concerns the number of respondents in some subsets. Sometimes, data being reported on a particular subset of respondents are based on a relatively small number of cases. In such instances, extrapolation to a larger group, based on the small subset of respondents, should be done with great caution. In this report, instances of small respondent subsets will be identified directly in the report so that the reader is aware of this circumstance.

Chapter 2

Estimating the Size and Residential Location of the Jewish Population in Greater Milwaukee

This study utilized a multi-stage method to estimate the size of the Jewish population in the target area for this study of Greater Milwaukee, Wisconsin. The calculation methodology used for determining the population is outlined as follows:

1. **Estimating the Total Number of Target Households in the Target Area:** According to the 2010 U.S. Census of the Population, there is a total of 562,218 households in the overall target area (as defined by the Zip Code areas identified in Table 1-1 above). The Appendix included at the end of this chapter provides a listing of the total number of households in each Zip Code.
2. **Correcting for Households without Telephones:** According to a recent study published in *National Health Statistics Report*,⁵ an estimated 1.1% of Milwaukee County households and 1.3% of outside-of-Milwaukee Wisconsin households have no telephone service, that is, no landline phone and no cellular phone. In calculating this adjustment, the total number of households on the North Shore, City of Milwaukee and Milwaukee County Ring (located all or mostly in Milwaukee County) are adjusted down by 1.1% and the household total in Waukesha County is reduced by 1.3%. The revised total of households in the target area is 555,724.
3. **Estimating the Number of Households in Regions of the Target Area:** The total number of households in the target area, revised to account for households with no telephone service, is divided into the four regions as defined above in Table 1-1 (see Table 2-1).

Table 2-1
Total Households (Jewish and Non-Jewish) in Each Region of Target Area
(As adjusted for households without telephones)

Region	Total Number of Households	Percent of Households
North Shore	69,465	12%
City of Milwaukee	186,262	34%
Milwaukee County Ring	147,469	27%
Waukesha County	152,528	27%
Total All Regions	555,724	100%

4. **Defining a Jewish Household:** At the start of each telephone interview, respondents were told very briefly about the survey and were asked if there were any adults over the age of 18 in the households who were *born or raised Jewish*. If the respondents replied “no,” he or she was

⁵ Stephen J. Blumberg, et al., “Wireless Substitution: State-level Estimates from the National Health Interview Survey, January 2007-June 2010,” *National Health Statistics Reports*, Number 39, April 20, 2011, Table 3, pp. 11-12.

then asked if any adult in the household *considered themselves to be Jewish*. If either question was answered affirmatively, then the household was considered a “Jewish Household” for the purpose of this study.⁶

5. **Estimating the Percent of Jewish Households in the Target Area:** In the first wave of the telephone survey, 32,780 unique telephone numbers were called—using a random digit dialing (RDD) methodology— for a total of 72,180 unique telephone calls (some numbers were called more than once when respondents did not answer on the first attempt). A total of 5,438 households completed the preliminary screening questions, allowing the study to ascertain whether or not the households contained one or more Jewish adults. Of these 5,438 households, respondents in 147 indicated that there was at least one Jewish adult in the household. Therefore, the percentage of Jewish households in the target area is estimated to be 2.7% (calculated as 147 divided by 5,438).⁷ The margin of error of this estimate is 1.3% at the 95% level of confidence and 1.7% at the 99% level of confidence, based upon the large number of screening interviews that were completed. Ultimately, 534 Jewish household telephone interviews were conducted using both the RDD methodology (N=83) outlined above and then telephone interviews conducted with respondents (N=451) randomly selected from a list of Jewish households maintained by the Milwaukee Jewish Federation (see Chapter 1).
6. **Estimating the Percent of Jewish Households in the Regions of the Target Area.** While the study estimates that 2.7% of all households in the target area have a Jewish adult, it is not expected that this percentage would be consistent across the regions. Therefore, the study estimated the percentage of total households that are Jewish for *each* of the regions. This calculation was based on Zip Code information that was available for approximately 4,125 (76%) of the 5,438 screening interviews that were completed.⁸ Using data on the 76% of call screenings, an estimate was made on the percent of households in each region that are Jewish. The estimates for each region are presented in Table 2-2.

⁶ This method of identifying Jewish households was the same as that used in previous studies of the Jewish community in greater Milwaukee.

⁷ The disposition of the 72,180 calls made to 32,780 unique numbers was as follows: Disconnected numbers (26.2%), fax/data lines (2.6%), non-residential numbers (e.g., business, school) (6.6%), language barriers (1.0%), unresolved cases (i.e., no answers, busy signals, answering machines, unanswered call back appointments) (27.7%). Screening interviews were conducted with another 16.1% of households where there was no Jewish adult in the households, in 0.2% of households with Jewish adults who refused to participate in the full survey, and in 0.3% of households with Jewish adults who did participate in the survey.

⁸ The company that provided the listing of randomly selected telephone numbers to the project was able to match the telephone number of a completed screening interview to a Zip Code in 4,125 cases. (It was not possible to match cell numbers to Zip Codes, and for other telephone numbers the Zip Code information was unavailable).

Table 2-2
Estimated Percentage of Jewish Households in Regions of the Target Area

Region	Percent Jewish Households	Percent Non-Jewish Households
North Shore	8.2%	91.8%
City of Milwaukee	1.6%	98.4%
Milwaukee County Ring	2.4%	97.6%
Waukesha County	1.8%	98.2%
Total All Regions	2.7%	97.3%

- 7. Estimating the Number of Jewish Households in Regions of the Target Area:** The total number of Jewish households in the overall target area and individual regions is calculated by multiplying the total number of all households in the region (as measured through census data adjusted for access to telephone service in the household) by the estimated percentage of Jewish households in the region and in the overall target area. The regional estimates are provided in Table 2-5, column e.
- 8. Estimating Average Household Size in Regions of the Target Area:** Telephone survey respondents were asked to identify and provide information about each adult and child (under the age of 18) in the household. For each household, a tally was made of the total number of persons living in the household. This number was averaged for all households in the target area and for each of the regions as shown in Table 2-3. For the overall target area, it was estimated in the 2011 report that the average household had 2.35 persons, including both Jewish and non-Jewish persons.

Table 2-3
Estimated Average Number of Persons in Jewish Households by Region of Target Area
2011 Report Parameters

Region	Average Number of Persons in Jewish Household
North Shore	2.53
City of Milwaukee	2.06
Milwaukee County Ring	2.32
Waukesha County	2.22
Overall Target Area	2.35

- 8a.** After discovering that the initial 2011 report was based on unweighted data (see Preface, p. 3), the DataBank staff weighted the data so that it better reflected the proportion of Jewish households by geographic sub-area originally derived from Dr. Percy's analysis of all RDD (random digit dial) screening interviews (reported in Table 2-5). The screening interviews were designed to determine the percentage and number of Jewish households in the entire study area and in each of the four areas within it, and as a result they can also be used to calculate the proportion of Jewish households, out of all Jewish households, in each area. According to the RDD screening interviews, 38% of Jewish households are located in the North Shore, 19% in the City of Milwaukee, 23% in the County Ring, and 18% in Waukesha County.

However, in the unweighted data file used for the initial 2011 report, Jewish households in the North Shore inadvertently accounted for 78% of Jewish households, not the 38% estimated from the RDD screening interviews. The discrepancy between 38% and 78% in the North Shore was the result of additional interviews conducted by sampling from Jewish organizational lists. Jews in the North Shore are overrepresented on such lists, and they are relatively more Jewishly-connected than residents of the other geographic areas. The North Shore discrepancy, and the reason behind it, pointed to a related problem with the unweighted data, namely that it over-represented respondents on Jewish organizational lists compared to similarly-designed studies in other Jewish communities. In the unweighted data file, 84% of completed interviews came from respondents on lists, roughly 30-to-40 percentage points higher than comparable studies. As a result of these two inter-related problems, the initial 2011 report overstated the Jewish connections of respondents and provided a biased picture of the Milwaukee Jewish population.

In order to address this situation, DataBank staff weighted the data in two ways. First, weights were calculated so that the completed interviews (coming from the combined RDD and list sampling) match the original estimates by geographic sub-area from the RDD screening interviews only. Secondary adjustments were made to better reflect the typical proportions of Jewish households that come from RDD sampling and from Jewish organizational lists. Based on geography, the completed interviews now show 38% of Jewish households in the North Shore, 19% in the City of Milwaukee, 23% in the County Ring, and 18% in Waukesha County. Based on sampling frame, the completed interviews now show 43% from organizational lists and 57% from RDD.

The data file now archived and publicly available at the Berman Jewish DataBank includes the weights used to revise this report:

<http://www.jewishdatabank.org/Studies/details.cfm?StudyID=582>

8b. Revised Average Household Size

The original estimate of 2.35 individuals per household in the 2011 report has been increased to 2.36 in the 2015 revision in order to adjust for missing data in the original data file on the number of people in a few Jewish households (see Table 2-3a). Adjustments for missing zip codes were not made for this table.

Table 2-3a

Estimated Average Number of Persons in Jewish Households by Region of Target Area

Region	Average Number of Persons in Jewish Household
North Shore	2.38
City of Milwaukee	2.22
Milwaukee County Ring	2.45
Waukesha County	2.34
Overall Study Area	2.36

- 9. Estimating the Number of Persons in Jewish Households:** This number, which includes both Jews and non-Jews, is calculated by multiplying the number of Jewish households by the average number of persons in Jewish households for a given region. For the target area as a whole, the total number of persons in Jewish households is estimated to be 35,446.
- 10. Estimating the Percent of Persons in Jewish Households Who are Jewish:** Some Jewish households are composed of Jews and non-Jews. In order to obtain an accurate estimate of people who are Jewish, it is necessary to make an adjustment to account for persons who live in Jewish households who are not themselves Jewish.

Persons were considered to be Jewish using the following definitions:

- *Adults* in the households were considered Jewish if they were reported to have been (1) born or raised Jewish *or* if (2) they consider themselves to be Jewish.
- *Children* in the household were considered to be Jewish if the telephone survey respondent indicated that the children were being raised Jewish.

The average percentage of persons in the household that is Jewish was calculated using weighted telephone survey data with the results displayed in Table 2-4. For the overall target area, it is estimated that 73% of persons in Jewish households are Jewish, but there are differences across the sub-areas. In the North Shore, 98% of people in Jewish households are Jewish, followed by 76% in the City of Milwaukee and 50% in both the County Ring and Waukesha County. Variations in the percentage of household members who are Jewish are typical of other U.S. Jewish communities as well.

Table 2-4
Average Percent of Persons in Jewish Households Who Are Jewish

Region	Average Percent of Persons in Jewish Households Who Are Jewish
North Shore	98%
City of Milwaukee	76%
Milwaukee County Ring	50%
Waukesha County	50%
Overall Target Area	73%

- 11. Estimating the Total Number of Jews:** This figure is calculated by multiplying the total number of persons in Jewish households in the weighted data file by the percent of persons in Jewish households who are Jewish. The total estimated number of Jews living in the target area is 25,800 (rounded).

The complete process used to estimate the size of the Jewish population and its location within the overall target area is presented in Table 2-5. **Please note that columns “a” through “e” are the original data reported in the initial 2011 Summary Report; columns “f” through “i” represent the DataBank results using a weighted data file.**

Residential Location of the Jewish Population

In addition to identifying the estimated total number of Jewish households (15,004) and persons (25,800) in greater Milwaukee, Table 2-5 provides an estimate of the distribution of the Jewish population—including both Jewish adults and Jewish children—across the designated regions. Because some Jewish households contain more Jews, on average, than other Jewish households, the distribution of the Jewish population across the four regions is different than the distribution of Jewish households.

Significant findings of this regional analysis include:

(a) As demonstrated in previous studies of the Jewish population in Greater Milwaukee, the highest density of residential location of Jewish households is the **North Shore area**, including some northeastern neighborhoods in the City of Milwaukee (specifically those in Zip Code areas 53209 and 53211), suburban communities in northeastern Milwaukee County and communities in the southern half of Ozaukee County. An estimated 13,300 Jews live in the North Shore region, comprising 52% of the Jewish population in Greater Milwaukee.

(b) Nineteen percent (19%) of Jews live in the **City of Milwaukee** (excluding households in Zip Codes 53209 and 53211), and 17% live in the **Milwaukee County Ring** (including all suburban communities in the county, with the exception of those included in the North Shore area).

(c) There is a small (and likely growing) Jewish population in **Waukesha County** documented, for the first time, in this study. Twelve percent (12%) of all Jewish persons in the Milwaukee area live in Waukesha County.

(d) Households with persons who are both Jewish and non-Jewish are found proportionately more often in the County Ring and in Waukesha County, where about half of all household members are not Jewish.

Figure 2-1 illustrates the distribution of the Jewish population in Greater Milwaukee by the four target regions identified for this study.

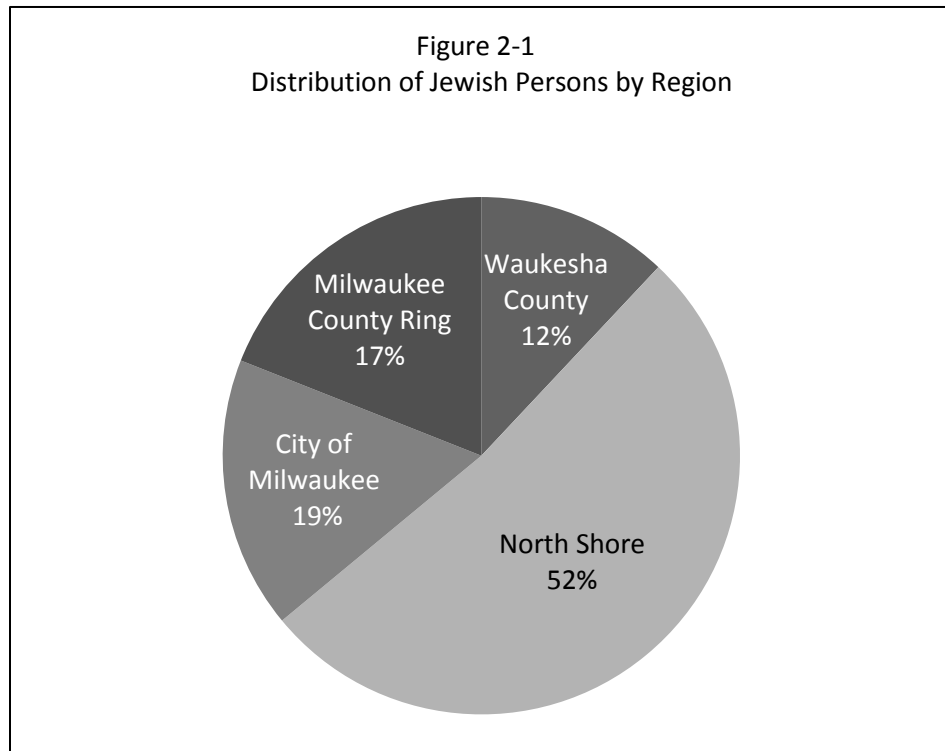


Table 2-5
Step-by-Step Estimation of the Jewish Population in Greater Milwaukee*

a	b	c	d	e	f	g	h	i
Geographic Area	Total Households in Area (2010 Census)	Total Households with Telephones In Area	Estimated % of All Households in Area with One or More Jewish Adults	Number of Households in Area with One or More Jewish Adults	Total Number of People in Jewish Households	Average Number of Jewish Persons in Households	Rounded Total Numbers of Jews in the Study Area (e*g)	% of Persons in Jewish Households Who are Jewish (h/f)
North Shore	70,238	69,465	8.2%	5,696	13,584	2.33	13,300 (52%)	98%
City of Milwaukee	188,334	186,262	1.6%	2,916	6,481	1.68	4,900 (19%)	76%
Milwaukee County Ring	149,109	147,469	2.4%	3,539	8,688	1.22	4,300 (17%)	50%
Waukesha County	154,537	152,528	1.8%	2,745	6,420	1.17	3,200 (12%)	50%
Total Study Area	562,218	555,724	2.7%	15,004	35,446*	1.72	25,800 (100%)	73%

* Columns a, b, c, d and e from 2011 report, based upon analysis of random screening interviews by Dr. Percy. Columns f, g, h and i were calculated by The Berman Jewish DataBank@ JFNA in 2015 based on the weighted data file. Estimates of the number of Jewish persons in column h are rounded, reflecting DataBank policies, so as not to imply greater precision than is possible through a survey with 534 interviews. Estimates of the total number of people in Jewish households include a few interviews where zip code and region are missing. For Jewish persons, the DataBank has reallocated these missing zip code interviews in the table above to the areas in proportion to the existing proportions among the four geographic regions. The overall estimate of 1.72 Jews per household by the DataBank matches the RDD-based interviews estimate of the number of Jews in the original data file.

A Note on Comparing Data with Previous Studies of the Milwaukee Jewish Community

It is important to be cautious when making direct comparisons between the demographic estimate of the size of the Jewish population in 2011 and the population estimates made in the 1996 and earlier studies of the Jewish community in the Greater Milwaukee area. There are differences relating to (1) target area identification, (2) sampling and survey methodology, and (3) data availability. With regard to *target area identification*, the Jewish Community Study of Greater Milwaukee 2011 included all (instead of part) of Waukesha County and several (instead of one) Zip Code areas in Ozaukee County. The 1996 study included one Zip Code in Washington County, and the 2011 study included no areas within Washington County. The overall target area for the 2011 study is larger in terms of land area and population size than earlier studies of the local Jewish population.

Sampling methodologies also varied across studies. The 2011 study performed random digit dialing across all Zip Code areas in the defined target area. Earlier studies conducted random telephone calling only in Zip Code areas which had relatively higher density of Jewish households (as estimated by the Zip Codes of persons included in the overall mailing list of the Milwaukee Jewish Federation). Earlier studies then estimated the incidence of Jewish families in Zip Codes not included in the Federation mailing list.

The 2011 study benefitted from the *availability of very current U.S. Census Bureau data* from which counts of overall population and residential households could be used to create demographic estimates. Earlier studies used less current census data as well as data from state agencies in Wisconsin.

Another change in sampling methods relates to the sophistication of telephone survey methodology. For example, it was possible in 2011 to purchase listings of working residential telephone numbers from companies that specialize in providing these types of data. In earlier periods prior to access to these data, researchers had to conduct telephone calls based on all working telephone exchanges (the three-digit number located within seven-digit local telephone numbers). A further innovation in 2011, required as the result of the proliferation of cellular telephones, was the inclusion of cellular telephone numbers within the overall sampling frame for the study.

Other design differences that prevent clear comparisons between the 2011 and previous studies are the 1996 inclusion of a special component dealing with Jews relocating to the Greater Milwaukee area from the former Soviet Union and the 1996 use of Jewish-sounding last names as a mechanism in the random digit dialing. The 2011 study did not explore Jews from the former Soviet Union as a study population, nor did it utilize the Jewish-sounding last name approach to identify telephone survey respondents.

All of these differences make direct comparisons of the 2011 study with earlier studies difficult. Thus, while the estimate of the Jewish population in 2011 is higher than that of 1996, the difference may reflect a larger geographic area and greater precision in random digit dialing associated with access to better lists of telephone numbers rather than an actual change in the total population.

Appendix to Chapter 2

Total Number of All Households in Each U.S. Postal Zip Code Area Included in Target Area of the Study

Zip Code Area	Total Number of Households 2010 Census	Region Definition
53202	14,615	CITY
53203	618	CITY
53204	12,802	CITY
53205	3,566	CITY
53206	9,432	CITY
53207	15,960	CITY
53208	12,159	CITY
53210	9,889	CITY
53212	12,722	CITY
53215	19,223	CITY
53216	12,529	CITY
53218	14,092	CITY
53221	15,858	CITY
53223	12,222	CITY
53224	7,781	CITY
53225	9,617	CITY
53233	5,249	CITY
(Subtotal)	188,334	
53012	7,136	NORTH SHORE
53024	6,804	NORTH SHORE
53092	8,235	NORTH SHORE
53097	1,879	NORTH SHORE
53209	18,841	NORTH SHORE
53211	15,460	NORTH SHORE
53217	11,883	NORTH SHORE
(Subtotal)	70,238	
53110	8,083	RING
53129	6,044	RING
53130	3,332	RING
53132	13,327	RING
53154	14,064	RING

53172	9,043	RING
53213	11,626	RING
53214	15,688	RING
53219	15,226	RING
53220	11,778	RING
53222	11,132	RING
53226	8,063	RING
53227	10,945	RING
53228	6,294	RING
53235	4,464	RING
(Subtotal)	149,109	
53005	7,519	WAUKESHA
53007	895	WAUKESHA
53018	2,838	WAUKESHA
53029	7,702	WAUKESHA
53045	8,501	WAUKESHA
53046	479	WAUKESHA
53051	14,580	WAUKESHA
53058	1,276	WAUKESHA
53066	13,003	WAUKESHA
53069	324	WAUKESHA
53072	10,100	WAUKESHA
53089	7,021	WAUKESHA
53103	1,389	WAUKESHA
53118	2,730	WAUKESHA
53119	1,984	WAUKESHA
53122	2,346	WAUKESHA
53146	2,878	WAUKESHA
53149	6,992	WAUKESHA
53150	9,390	WAUKESHA
53151	13,325	WAUKESHA
53153	847	WAUKESHA
53183	1,044	WAUKESHA
53186	13,678	WAUKESHA
53188	14,031	WAUKESHA
53189	9,665	WAUKESHA
(Subtotal)	154,537	
TOTAL	562,218	ALL REGIONS

Chapter 3

Demographic Characteristics of the Jewish Population of Greater Milwaukee

This chapter provides information on the demographic characteristics of the Jewish population in the Greater Milwaukee area including data on age, gender, marital status, education and employment.

Only data from the telephone survey are used in this chapter, since the sample in the telephone survey is more random and thus more reliable for making demographic projections.

Age Composition

This study estimates that approximately 10% of all Jewish persons are children (ages 17 and under) and about 90% are adults (ages 18 and above). The distribution within specific age categories is provided in Table 3-1, with more detailed information given in age breakdown for children.

These results show that the Jewish population in Greater Milwaukee is growing older, with a median age of 54. The percentage of the Jewish population in Greater Milwaukee under the age of 18 —10% — is considerably lower than the overall population in the Greater Milwaukee area, where children under the age of 18 represent about 24% of the population.

This aging of the Jewish population reflects several processes:

- (1) There are fewer families with children,
- (2) A decreasing proportion of all children in Jewish households are being raised as Jews, and
- (3) As a result, adults aged 18 and older constitute an increasingly larger proportion of the overall Jewish community in Greater Milwaukee.

Table 3-1
Estimating the Age Composition of the Jewish Population in Greater Milwaukee
Telephone Survey Data

Age Group	Estimated Number of ALL People in Jewish Households	Estimated Number of <u>Jewish</u> Persons in Jewish Households	Percent of Age Group Who Are Jewish	Estimated % of All <u>Jewish</u> Persons by Age Category
Children				
Ages 4 and under	700	250	36%	1%
Ages 5 - 8	1,100	550	50%	2%
Ages 9 - 12	1,000	450	45%	2%
Ages 13 - 17	1,550	1,400	90%	5%
Total Children	4,400	2,600	59%	10%
Adults				
18-29	5,550	3,950	71%	15%
30-39	1,950	1,200	62%	5%
40-49	3,450	2,600	75%	10%
50-59	7,500	5,650	75%	22%
60-69	7,100	4,950	70%	19%
70-79	2,400	1,900	79%	8%
80+	3,000	2,800	93%	11%
Total Adults	31,000	23,200	75%	90%
Total Children and Adults*	35,400	25,800	73%	100%*

*In all tables using data weighted by the Berman Jewish DataBank, numbers may not add precisely and percentages may not add to 100% due to rounding for presentation. Estimated numbers have been rounded to nearest "50" and to whole percentages in order to avoid any implication of exact precision in survey data. All reported percentages are based on rounded numbers.

While Jewish includes a few persons whose identity is Jewish and another religion, the vast majority of Jewish persons in the community have a Jewish-only identity.

Region of Residence and Age

The age distribution of Jewish adults by region is summarized in Table 3-2. Between 15% and 19% of all Jewish adults are between the ages of 18 and 29, regardless of region of residence. North Shore Jewish residents tend to be the oldest.

Table 3-2
Region of Residence by Age Categories
Telephone Survey Data

Region & Age of Jewish Adults	18-29	30-39	40-49	50-59	60-69	70 and over	Total
North Shore	19%	3	9	23	23	24	100%
City of Milwaukee	17%	10	16	20	18	19	100%
Milwaukee County Ring	15%	7	12	34	13	20	100%
Waukesha County	15%	6	11	26	33	10	100%

Gender

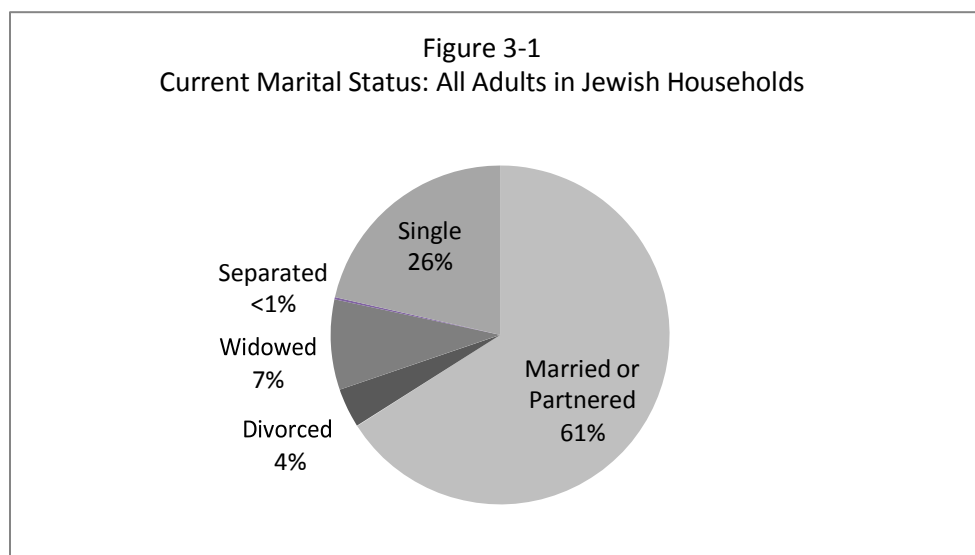
The gender of telephone survey respondents is presented in Table 3-3. As with the general population in the Greater Milwaukee area, there are slightly more females (50.5%) than males (49.5%) in Milwaukee-area Jewish households, but among Jewish persons in these households only, females are 54% and males 46%.

Table 3-3
Gender of the Jewish Community of Greater Milwaukee
Telephone Survey Data

Gender	All People in Jewish Households	Jewish Persons Only
Female	50.5%	54%
Male	49.5	46
Total	100% (Base N = 35,400)	100% (Base N = 25,800)

Marital Status

Telephone survey respondents were asked to describe their current marital status. Their responses are reported in Figure 3-1. Similar to previous studies of the local Jewish population, most adults are either married/partnered (61%) or single (26%). (Note: those respondents who are currently married or partnered could have been divorced, widowed or separated in the past, but now have remarried or formed a partnership).



Current marital status of all adults in Milwaukee Jewish households — including non-Jewish adults — by age of the adult is summarized in Table 3-4 (given the small number of interviews with individuals under age 30 in the survey, their answers have been combined with respondents ages 30-39 in this and other tables in the report. Only 21% of all respondents under age 40 are married, compared to 75% of those between 40 and 60, 67% of those 60-69 and 43% of those ages 70 and over. Almost half of all respondents age 70 or older are widowed.

Table 3-4
Current Marital Status of Adults in Jewish Households by Age Categories
Telephone Survey Data

Marital Status	18-39	40-59	60-69	70 and older
Married or Partnered	21%	75%	67%	43%
Divorced (a few separated individuals included)	<1%	12	14	3
Widowed	<1%	<1%	7	48
Single	79	13	12	6
Total	100%	100%	100%	100%

Employment Status

The telephone survey asked respondents to identify the employment status of all adults in the household. As the data show in Table 3-5, almost half of the adults are employed either full-time or part-time, and 28% of adults are retired. About 9% are students, 3% are stay-at-home parents, and about 6% percent are unemployed. The unemployment rate was about 8% in the City of Milwaukee during the same time period.

Table 3-5
Employment Status of All Adults in Jewish Households
Telephone Survey Data

Employment Status	Percent
Employed Full-Time	40%
Employed Part-Time	10
Unemployed	6
Retired	28
Stay at Home Parent	3
Student	9
Other	4
Total	100%

The relationship between age and employment is summarized in Table 3-6. Not surprisingly, adults under age 40 are the most likely to be students, while those aged 70 and over are largely retired. Unemployment is highest among those under age 60. For those 18-39, the unemployed likely include many adults who have completed higher education and were searching for jobs in the difficult job market of 2011. For those ages 40-59, unemployment likely reflects adults who have lost jobs as the result of economic recession and are having difficulty finding new employment.

Table 3-6
Employment Status of Adults in Jewish Households by Age Category
Telephone Survey Data

Age	Employment Status (Adults)							
	Employed Full Time	Working Part Time	Retired	Stay at home Parent	Unemployed	Student	Other	Total
18-39	33%	14	<1%	<1%	8	38	6	100%
40-59	64%	8	9	6	9	<1%	4	100%
60-69	39%	13	38	3	5	<1%	3	100%
70 plus	4%	2	89	<1%	1	<1%	3	100%

Education

Telephone survey respondents were also asked to identify the highest level of education achieved by each adult member of the household. Adults in the Jewish community in Greater Milwaukee are far more educated than other adults in the area, with approximately 57% reporting having a four-year college degree or higher level of educational achievement (see Table 3-7) versus about 32% in the broader Milwaukee community.

Table 3-7
Educational Achievement of All Adults in Jewish Households
Telephone Survey Data

Education	Percent
Some High School	4%
High School Graduate	11
Technical or Trade School	3
Some College	18
Two-Year College Degree	6
Four-Year College Degree	26
Master's Level Degree	21
Doctoral or Advanced Degree	10
Missing data	1
Total	100%

Table 3-8 analyzes level of education achieved by adults in Jewish households by age categories (missing data on education not shown). In Milwaukee Jewish households, 60% of all adults ages 70 and older have at least a four-year college degree, as do 69% of 60-69 year-olds, 62% of 40-59 year-olds and 38% of those under age forty, many of whom (especially those under age 30) may complete their college degree in the future.

Table 3-8
Educational Achievement of Adults in Jewish Households by Age Categories
Telephone Survey Data

Age of Adults	Education (All Adults)							Total
	Some High School	Graduated HS or some Technical School	Some College	Two-year College Degree	Four-year College	Master's Degree Level	Doctoral or Advanced Degree	
18-39	6%	24	26	5	20	15	3	100%
40-59	<1%	10	17	8	32	22	10	100%
60-69	6%	8	12	4	27	24	18	100%
70 plus	5%	16	17	7	29	22	9	100%

Gay, Lesbian, Bisexual, and Transgendered Individuals

One question on both the telephone and internet surveys asked respondents if any adult members of their household were gay, lesbian, bisexual or transgendered. Survey results indicate that about 1% of telephone survey respondents, while 2% of internet survey respondents replied affirmatively to this question. National estimates suggest that approximately 4% of the adult population in the United States identify themselves as gay, lesbian, bisexual, or transgendered.⁹

Note: Concern about social stigma and desire for privacy about sexual preferences often lead to some people not being willing to identify family members in one of these categories, suggesting the likelihood that the total number of gay, lesbian, bisexual and transgendered individuals in the community has been undercounted.

⁹ See the following source for information on estimates of the adult population that self-identifies as gay, lesbian, bisexual, and transgendered: http://thenewcivilrights_movement.com/study-shows-how-many-americans-are-gay-lesbian-bisexual-transgender/news/2011/04/07/18551.

Chapter 4

Adult Children from Jewish Households

As part of the mission to understand the many facets of family life in Greater Milwaukee's Jewish community, survey respondents were asked whether or not they had children older than 18 who lived outside the household.¹⁰ Just under 60% of telephone respondents and just over half of the Internet survey respondents indicated that they had a child or children who live outside of the home (not counting children attending college).

These respondents were next asked how many children live outside of the home. Their responses are reported in Table 4-1.

Table 4-1
Number of Adult Children Who Live Outside the Home (Jewish Households)
 (Asked for households with at least one adult child living outside of the home)

	Telephone Survey	Internet Survey
1	20%	17%
2	39	43
3	19	26
4	12	11
5	8	1
6	1	2
Total	100%	100%

Adult Children Living Outside of the Greater Milwaukee Area

Respondents with at least one child living outside the home were next asked how many of their children who live outside the home also live outside of the Greater Milwaukee area. Their responses are reported in Table 4-2 which indicates that many families have one or more adult children who live outside Greater Milwaukee.

¹⁰For the purposes of this study, adult children in college were counted as still living in the household and are not included in the analysis described in this chapter.

Table 4-2
Number of Adult Children (of Jewish Households) Living Outside the Home Who
Reside Outside of the Greater Milwaukee Area
 (Asked for households with adult children living outside of the home)

	Telephone Survey	Internet Survey
None	22%	16%
1	30	31
2	33	35
3	9	14
4	2	2
5	3	1
6	1	1
Total	100%	100%

Likelihood that Adult Children Living Outside the Milwaukee Area Will Return

A follow-up question asked respondents about the likelihood that one or more of their adult children who live outside Milwaukee will return to reside in the area in the next few years. Over four-fifths of each sample reported that it was “very unlikely” or “somewhat unlikely” that their child or children will return to live in the Greater Milwaukee area (see Table 4-3) in the next few years. However, the percentage of telephone survey respondents who thought that their children were “very” likely to return to Milwaukee — 11% — was much higher than the Internet survey results.

Table 4-3
Likelihood that Adult Children (of Jewish Households) Living Outside of the Greater Milwaukee Area
Will Return to Live in Milwaukee in the Next Few Years
 (Asked for households with adult children living outside of the home)

	Telephone Survey	Internet Survey
Very unlikely	65%	77%
Somewhat unlikely	16	13
Somewhat likely	4	8
Very likely	11	2
Not sure	4	1
Total	100%	100%

Chapter 5

Residency Patterns of Jewish Households in Greater Milwaukee

Several questions on the Jewish Community Study asked respondents about past, present and future residency relative to the Greater Milwaukee area.

Length of Residence in Milwaukee Area

Respondents were first asked for how many years they had lived in the Milwaukee area. About three quarters of both sets of respondents reported living in the Milwaukee area for 20 years or more (see Table 5-1).

Table 5-1
Length of Residence of Jewish Households in the Milwaukee Area

Response	Telephone Survey	Internet Survey
Two years or Less	1%	2%
3-5 years	4	4
6-10 years	2	7
11-20 years	13	14
More than 20 years	80	73
Total	100%	100%

Length of Residence at Current Address

Many of those participating in the Jewish Community Study have experienced mobility during their residency in the Milwaukee area. While, as noted above, about three-quarters of residents have lived in the area for 20 years or more, only 43% of telephone survey respondents and 27% of Internet survey respondents have lived in their current homes for 20 or more years (see Table 5-2).

Table 5-2
Years Living at Current Address for Jews in the Milwaukee Area

Response	Telephone Survey	Internet Survey
Two Years or Less	12%	12%
3-5 years	13	14
6-10 years	11	20
11-20 years	21	27
More than 20 years	43	27
Total	100%	100%

Location of Previous Residence

Another survey question asked respondents where they lived prior to moving to their current home. Large proportions of respondents moved from an address either in the City of Milwaukee or from another municipality in the Greater Milwaukee area. Smaller percentages moved from other places in Wisconsin, outside of Wisconsin but within the United States, and from other places around the world (see Table 5-3).

Table 5-3

Location of Residence Prior to Moving to Current Home for Milwaukee Area Jews

Location of Residence	Telephone Survey	Internet Survey
City of Milwaukee	36%	27%
Other municipality in Greater Milwaukee	36	46
Other place in Wisconsin	10	6
Other place in U.S. outside of Wisconsin	17	19
Other place outside of U.S.	1	2
Total	100%	100%

Internet survey respondents who indicated their most recent move was within the Greater Milwaukee area were asked to identify the community from which they moved. Their responses are recorded in Table 5-4. Bayside, Brown Deer, Fox Point, Glendale, Mequon, Shorewood and Whitefish Bay were the most common answers.

Table 5-4
Community from Which Jewish Respondents Most Recently Moved
INTERNET SURVEY ONLY

Response	Internet Survey
Bayside	14%
Brookfield	1
Brown Deer	6
Cedarburg	<1%
Chicago	<1%
Cudahy	<1%
Elm Grove	<1%
Fox Point	18
Franklin	<1%
Genesee	<1%
Glendale	14
Grafton	1
Greendale	<1%
Madison	<1%
Menomonee Falls	<1%
Mequon	8
Milwaukee	3
North Shore	1
Oak Creek	<1%
Pewaukee	<1%
River Hills	1
Saukville	<1%
Shorewood	11
Thiensville	<1%
Waukesha	<1%
Waukesha County	<1%
Wauwatosa	1
West Allis	<1%
Whitefish Bay	16
Total	100%

Plans for Moving in the Next Year or Two

Taking a prospective look, survey respondents were asked if they were thinking of moving in the next year or two. In both surveys over three quarters of the respondents are not inclined to move. Approximately 12% of the two study samples indicated that they were considering moving in the next year or two (see Table 5-5).

Table 5-5

Possibility for Jewish Respondents Moving in the Next Year or Two

Response	Telephone Survey	Internet Survey
No	83%	76%
Yes	12	12
Not Sure	5	12
Total	100%	100%

Those who said they are thinking of moving in the next year or two were subsequently asked to what location they were thinking about moving. Respondents gave multiple answers to this question. The largest percentage of responses focused on residential relocation within the Greater Milwaukee area (see Table 5-6).

Table 5-6

Location of Potential Residential Move in Next Year or Two for Jews in Milwaukee

(Asked of those who said they were considering a residential move)

Response	Telephone Survey	Internet Survey
Within the same community you now live	30%	20%
Another municipality in the Greater Milwaukee area	39	40
Another municipality in Wisconsin outside the greater Milwaukee area	12	4
A State in U.S. other than Wisconsin	17	31
Another country outside of the U.S.	2	5
Total	100%	100%

As a follow-up, respondents who said that they were thinking of moving to a location other than their same community but within the Greater Milwaukee area were asked to what community they were thinking of relocating. Their responses to this question are listed in Table 5-7.

Table 5-7
Location to Which Jewish Respondent Plans to Move
INTERNET SURVEY ONLY

(Asked of those planning to move to another municipality in the Greater Milwaukee area)

Response	Internet Survey
Bayside	5%
Brookfield	3
Cedarburg	3
Glendale	16
Mequon	29
Milwaukee	26
North Shore	3
Ozaukee County	3
River Hills	3
Shorewood	5
Waukesha	3
Whitefish Bay	3
Total	100%

Chapter 6

Perspectives on Being Jewish

In addition to asking survey respondents about their Jewish orientation, something asked in all prior surveys of the local Jewish Community, this study included a new topic: connection and inclusion in Jewish life. Questions related to this broad topic focused on the concept of “being Jewish,” including the importance of being Jewish, the extent of connectivity with the Jewish community in the region, and feelings toward Israel.

Orientation to Jewish Religion

First, respondents were asked to identify which one of a series of categories describes their orientation to being Jewish. For the telephone survey, the DataBank combined answers to the original question on denomination and answers to the open-ended follow-up question for respondents who replied “other” to the original question. Table 6-1 summarizes the results of the telephone and Internet survey.

In the telephone survey, 42% of respondents identified as Reform, 18% as Conservative, 5% as Orthodox (Orthodox and Modern Orthodox combined) and 2% as Reconstructionist. Nearly one-third (32%) said they are Just Jewish, secular or cultural Jews. Respondents to the Internet survey were substantially more likely to identify as Orthodox, slightly more likely to identify as Conservative or Reform, and much less likely to say they are Just Jewish, secular or cultural Jews.

Table 6-1
Religious Orientation

Orientation to Jewish Religion	Telephone Survey % of Respondents	Internet Survey % of Respondents
Orthodox	3%	8%
Modern Orthodox	2	6
Conservative	18	22
Reconstructionist	2	3
Reform	42	44
Just Jewish/Secular Jew/Cultural Jew	32	12
Miscellaneous Responses	1	5
Total	100%	100%

In the 1996 telephone survey, 39% of respondents identified with the Reform movement, 24% with the Conservative movement, 2.5% with the Orthodox community and 1% with Reconstructionism; Just Jewish responses were given by 34% of respondents in the 1996 survey.

Importance of Being Jewish

Respondents were also asked how important it is for them to be Jewish. Large proportions of respondents in both surveys stated that being Jewish is “very important” to them — 60% of the telephone survey respondents and 88% of the Internet respondents. In the telephone survey, about 15% of all respondents said being Jewish is either not very important or not at all important. In the Internet survey, only 2% replied similarly.

Figure 6-1a
Importance of Being Jewish
(Telephone Survey)

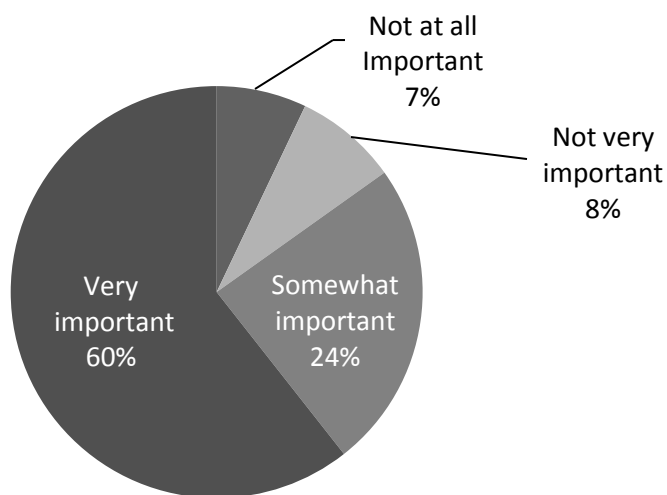
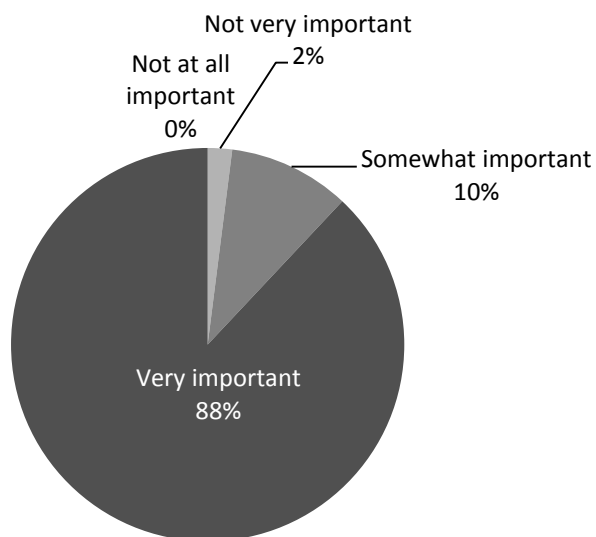


Figure 6-1b
Importance of Being Jewish
(Internet Survey)



Extent of Friendship with Other Jews

Respondents were asked to describe the extent to which their close friends are Jewish. One-of-three respondents to the telephone survey said that “most” of their friends are Jewish compared to 69% of those in the Internet survey (Table 6-2). Only 13% of telephone survey and 2% of Internet respondents said that “none” of their close friends are Jewish.

Table 6-2
Extent to which Close Friends of Milwaukee Jews are Jewish

Number of Close Friends who Are Jewish	Telephone Survey	Internet Survey
None	13%	2%
A few	14	7
Some	42	22
Most	31	69
Total	100%	100%

Feelings of Connection to Other Jews

The team that designed the Jewish Community Study of Greater Milwaukee 2011 determined it would be of value to understand how *connected* Jews in the Greater Milwaukee area feel to the regional Jewish community. Seventy-eight percent of telephone survey respondents and over 95% of Internet respondents said that they feel either “somewhat” or “very” connected to other Jews (see Table 6-3).

Table 6-3
Extent of Connectedness to Other Jews

Feelings of Connection	Telephone Survey	Internet Survey
Not at all connected	8%	<1%
Not very connected	14	4
Somewhat connected	38	25
Very connected	40	70
Total	100%	100%

Those who said that they feel either “not very connected” or “not at all connected” were asked if they would like to become more connected. Sixty-seven percent of the non-connected telephone survey respondents and 57% of the non-connected Internet sample respondents replied affirmatively—they would like to become more connected (see Table 6-4).

Table 6-4
Desire to Be More Connected to other Jews
 (Asked of those who said they were not very or not at all connected to the Jewish community)

Response	Telephone Survey	Internet Survey
No	33%	43%
Yes	67%	57
Total	100%	100%

Using data from the telephone survey, feelings of connectedness to the Jewish Community can be explored with regard to length of residence in the Greater Milwaukee area. As shown in Table 6-5, those who have lived in the Milwaukee area the shortest time (0-5 years) are the most likely to feel disconnected (see Table 6-5).

Table 6-5
Feelings About Connection by Length of Residence in Greater Milwaukee Area
Telephone Survey Data

Length of Residence	Not at All Connected	Not Very Connected	Somewhat Connected	Very Connected	Total
Five Years or Less	<1%	36	23	41	100%
6-10 Years	<1%	14	31	55	100%
11-20 Years	8%	16	36	40	100%
More than 20 years	8%	12	39	40	100%

When looking at how connected telephone survey respondents feel by where they live in the Greater Milwaukee region, we find that those who live in the North Shore and City of Milwaukee are much more likely to feel “very connected” to other Jews than those who live in the Milwaukee County Ring and Waukesha County (see Table 6-6). Residents of Waukesha county are the most likely to say they are “not at all connected” to other Jews.

Table 6-6
Feelings About Connection to Other Jews by Region of Residence
Telephone Survey Data

Region of Residence	Not at all Connected	Not Very Connected	Somewhat Connected	Very Connected	Total
North Shore	1%	7	32	60	100%
City of Milwaukee	6%	9	36	49	100%
Metropolitan Ring	8%	34	44	14	100%
Waukesha County	24%	8	44	24	100%

Feelings of connection can also be analyzed by respondent age. As shown by the data provided in Table 6-7, respondents aged 70 or older report a higher level of feeling “very connected” than others, especially respondents under 40.

Table 6-7
Feeling Connected to Other Jews by Respondent Age
Telephone Survey Data

Age	Not all Connected	Not Very Connected	Somewhat Connected	Very Connected	Total
18-39	35%	13	35	17	100%
40-59	<1%	21	38	41	100%
60-69	<1%	15	41	43	100%
70 and over	5%	3	36	56	100%

Importance of Children Being Connected to Other Jews

Tapping another dimension of being Jewish, respondents in both surveys were asked how important it is to them that their child or children are connected to other Jews. About a third (35%) of those responding to the telephone survey and 84% of those who participated in the Internet survey said that it was “very important” for their child or children to be connected with other Jews (see Table 6-8).

Table 6-8
Importance of Your Child(ren) Being Connected to other Jews
(If Child or Children in the Household)

Level of Importance	Telephone Survey	Internet Survey
Not at all important	6%	1%
Not very important	25	<1%
Somewhat important	34	15
Very important	35	84
Total	100%	100%

Feelings about Being Included in the Jewish Community

In addition to asking about “connectedness”— how people feel about their linkage to the Jewish community—the survey team thought it would be useful to explore a related, but distinct, concept: “inclusion.” Being included reflects on one’s perceptions about how others look upon them, whether they see others in the community as open to them being part of the community. Survey respondents were asked how included they felt they were in the Jewish community.

There is significant variation between the two surveys as to what respondents said about how included they felt in the Jewish community. In the telephone sample—the sample in which respondents had relatively fewer connections to Jewish organizations and synagogues—just more than one-in-four respondents said they felt “very included,” and another one-in-four felt “somewhat included” (see Table 6-9). Close to half of all telephone respondents felt “not very included” or “not at all included.”

While the levels of feeling included in the Jewish community were higher in the Internet sample—composed of those with a relatively closer connection to Jewish organizations and synagogues—16% of these respondents reported feeling “not very” or “not at all” included.

Table 6-9
Extent of Feeling Included in the Jewish Community

Feeling of Inclusion	Telephone Survey	Internet Survey
Not at all included	28%	3%
Not very included	20	13
Somewhat included	25	33
Very included	27	51
Total	100%	100%

Probing deeper, respondents who felt “not very” or “not at all” included were asked in a follow-up open-ended question to describe why they felt not included in the regional Jewish community. The most frequently given responses to this open-ended question are reported in Table 6-10.

Table 6-10
Top Reasons for Not Feeling Included in the Jewish Community*
 (Open-ended question; asked of those who do not feel included in the Jewish Community)

Reason for Not Feeling Included	Telephone Survey	Internet Survey
No personal participation	18%	5%
Questions about Jewish orientation	15%	3%
Personal choice not to be included	13%	13%
Geographic limitations	13%	9%
No Jewish friends/connections	8%	3%
Special needs/physical disability	4%	1%
Money concerns	3%	9%
It's personal/different values	1%	2%
Community seen as cliquish, non-inclusive, non-supportive	2%	2%
Interfaith marriage	2%	3%
No Time	2%	-
Being single	1%	2%
Never asked/no outreach for me to become included	<1%	9%
Not from Milwaukee/newcomer	<1%	9%

*Respondents invited to give multiple answers to this question.

Table 6-11 explores the connection between feeling included in the Jewish community and length of residence in Greater Milwaukee. The findings reported in this table indicate that longer terms of residence in the Milwaukee area are associated with slightly higher levels of feeling included in the local Jewish community, although the patterns are at times inconsistent and/or not especially strong. More than half (53%) of respondents who have lived in Milwaukee for at least twenty years feel “somewhat” or “very” included compared to fewer than 40% of those in the area for less than 10 years.

Table 6-11
Feelings of Inclusion by Length of Residence in Greater Milwaukee Area
Telephone Survey Data

Length of Residence	Not all Included	Not very Included	Somewhat Included	Very Included	Total
Five Years or Less	18%	43	13	26	100%
6-10 Years	43%	20	23	15	100%
11-20 Years	39%	18	18	25	100%
More than 20 Years	27%	19	26	27	100%

Telephone respondents living in the North Shore and City of Milwaukee areas are more likely than their counterparts in the Metropolitan Ring and Waukesha County to report feeling “very Included” in the local Jewish community (see Table 6-12). Feelings of exclusion are reported by the majority of respondents in the Metropolitan Ring and Waukesha County.

Table 6-12
Feelings of Inclusion by Region of Residence
Telephone Survey Data

Region of Residence	Not at all Included	Not Very Included	Somewhat Included	Very Included	Total
North Shore	10%	12	36	42	100%
City of Milwaukee	21%	20	26	32	100%
Metropolitan Ring	56%	26	12	6	100%
Waukesha County	40%	29	15	16	100%

Feelings about inclusion can also be mapped against the age of the respondent. In general, respondents 60 years of age and older tend to feel more included in the Jewish community than those who are younger (see Table 6-13).

Table 6-13
Feelings of Inclusion by Age of Respondent
Telephone Survey Data

Age	Not all Included	Not very Included	Somewhat Included	Very Included	Total
18-39	51%	23	20	6	100%
40-59	28%	25	18	29	100%
60-69	15%	23	30	31	100%
70 and older	25%	6	37	27	100%

Jewish Faith, Community Service, and Social Involvement

Community service and social involvement are generally seen as hallmarks of the Jewish religion. To explore another dimension of being Jewish, survey respondents were asked whether being Jewish inspired them to become more involved in community service and social activism. Half of the telephone respondents (51%) and 72% of Internet respondents said that being Jewish serves as an inspiration to becoming involved in community service activities and social activism (see Table 6-14).

Table 6-14
Does Being Jewish Inspire You to Become Involved in Community Service and Social Activism?

Response	Telephone Survey	Internet Survey
No	49%	28%
Yes	51	72
Total	100%	100%

Importance of Israel

Another question in this series asked survey respondents how important Israel is to them. While two-thirds of Internet respondents said that Israel was “very important” to them, just over half (53%) of the telephone survey respondents also stated that Israel was “very important” to them (see Table 6-15). Relatively small percentages in both surveys said Israel was either “not very important” or “not at all important.”

Table 6-15
Importance of Israel to Survey Respondents

Importance Rating	Telephone Survey	Internet Survey
Not at all important	6%	<1%
Not very important	10	6
Somewhat important	31	26
Very important	53	68
Total	100%	100%

Interactions with the Broader Community

Two questions on the survey relate, generally, to interactions of Jewish respondents with the broader community in Greater Milwaukee. The first question asked respondents about how many times, in the past year or two, they felt uncomfortable revealing their Jewish identity. Large majorities of both samples indicated that they experienced no such situation (see Table 6-16). On the other hand, roughly 20% of both samples said that they felt uncomfortable revealing their Jewish identity one or more times.

Table 6-16
Frequency of Feeling Uncomfortable Revealing Jewish Identity

Frequency of Discomfort	Telephone Survey	Internet Survey
None	79%	77%
Once	6	8
Twice	6	7
Three – four times	2	3
Five or more times	7	4
Total	100%	100%

The second question asked respondents about how many times, in the last year, they had heard some type of anti-Jewish remark (whether in-person or not) in the Greater Milwaukee area (see Table 6-17).

Slightly more than a third of respondents in both surveys said they had heard no anti-Jewish remarks in the past year. Majorities of respondents, however, in both samples heard at least one, if not more, such remarks, and the telephone respondents were considerably more likely to report more than 8 incidents (17%) compared to the Internet respondents (5%).

Table 6-17
Frequency of Hearing Anti-Jewish Remarks

Frequency	Telephone Survey	Internet Survey
None	33%	34%
1-2	27	43
3-8	24	19
More than 8	17	5
Total	100%	100%

Chapter 7

Jewish Practices at Home

The designers of the Jewish Community Study of Greater Milwaukee 2011 included several questions on the survey to measure the forms and extent of religious practice among Jewish families in their home lives.

Placing a Mezuzah on the Front Door

The first question asked the survey respondent whether or not his/her family had placed a mezuzah on the front door. About 61% of telephone sample respondents and 87% of Internet sample respondents indicated that they had placed a mezuzah on their front door (see Table 7-1). In the 1996 telephone survey, 62% of Jewish households reported having a mezuzah on their front door, a percentage almost identical with the 2011 telephone survey estimate.

Table 7-1
Mezuzah on Front Door

Response	Telephone Survey	Internet Survey
No	39%	13%
Yes	61	87
Total	100%	100%

Lighting Candles on Friday Night

When asked about the frequency of lighting candles for Friday night religious observance, 38% of the telephone sample and 61% of Internet sample respondents said that they light candles at least “some of the time” on Friday evenings (see Table 7-2), while 47% of the telephone sample and 17% of Internet sample respondents said that they never light candles on Friday evenings (see Table 7-2). In the 1996 telephone survey, a similar 47% of randomly-dialed Jewish households reported never lighting Sabbath candles. In 2011, 10% of Jewish households (telephone survey) reported always lighting Shabbat candles, while in 1996 the percentage was a statistically similar 15%.

Table 7-2
Light Candles Friday Night

Response	Telephone Survey	Internet Survey
Never	47%	17%
Seldom	15	23
Some of the time	21	20
Most of the time	7	16
Always	10	25
Total	100%	100%

Participate in a Passover Seder

Another question concerning religious practices focused on whether or not members of the household participate in Passover Seders. Over half of the telephone survey respondents (54%) and more than 8-in-10 Internet survey respondents in 2011 report always attending a Seder. In 1996, 65% of randomly dialed Jewish households reported always attending a Seder; the reduction in Passover Seder attendance appears to reflect a national pattern.

Table 7-3
Participate in a Passover Seder

Response	Telephone Survey	Internet Survey
Never	14%	1%
Seldom	9	2
Some of the time	13	3
Most of the time	9	8
Always	54	85
Total	100%	100%

Light Hanukkah Candles

A similar percentage of telephone respondents — 56% — said that they always light Hanukkah candles (see Table 7-4). In 1996, the comparable percentage was 63%.

The much higher level of Hanukkah candle lighting in the Internet survey reflects the disproportionately Jewishly-connected responses in the Internet survey, which describes the Jewish behavior of the connected portion of the Milwaukee Jewish community, while the weighted telephone survey responses appear to better reflect the broader Milwaukee Jewish community, including those not connected to Jewish life.

Table 7-4
Light Hanukkah Candles

Response	Telephone Survey	Internet Survey
Never	25%	2%
Seldom	2	3
Some of the time	7	7
Most of the time	10	15
Always	56	73
Total	100%	100%

Shabbat Dinner with Family

Another religious practice included in the survey concerned celebrating Shabbat dinner with family members. About 13% of telephone survey respondents reported sharing Shabbat dinner with family members most of the time or always (see Table 7-5). Among the telephone survey respondents, 44% never have a family Shabbat dinner and 22% seldom attend one.

Table 7-5
Have Shabbat Dinner with Family

Response	Telephone Survey	Internet Survey
Never	44%	11%
Seldom	22	22
Some of the time	20	26
Most of the time	4	16
Always	9	25
Total	100%	100%

Keeping Kosher

When it comes to keeping kosher at home, 87% of telephone sample respondents and 60% of Internet sample respondents reported that they do not keep kosher (see Table 7-6). In the 1996 telephone survey, 13% reported keeping kosher (8% in the home, 5% both inside and outside the home), identical to the 13% of telephone respondents in 2011 who reported keeping kosher (including those who volunteered “partially.”)

Table 7-6
Keeping Kosher

Response	Telephone Survey	Internet Survey
No	87%	60%
Partially (If volunteered)	5	16
Yes	8	24
Total	100%	100%

Of those who said that they do keep kosher in 2011, over 60% do so both in and outside of the home (see Table 7-7).

Table 7-7
Do You Keep Kosher at Home, Outside Home, or Both
(Asked only if respondents said they keep kosher at home)

Kosher Practice	Telephone Survey	Internet Survey
Inside the home only	29%	38%
Outside the home only	4	1
Both inside and outside the home	67	61
Total	100%	100%

Jewish Study

When asked about whether the respondent or other adults in the household participate in some form of Jewish study, 33% of the telephone sample and 45% of the Internet sample said that at least one adult member of the household participates in Jewish study (see Table 7-8).

Table 7-8
Respondent or Other Adult Members of Household Participate in Jewish study

Response	Telephone Survey	Internet Survey
No	67%	55%
Yes	33	45
Total	100%	100%

Religious Practice by Age

Age of the survey respondent typically has a considerable impact on the frequency of religious practice. In all five relationships explored in Table 7-9, the youngest respondents are the least likely to engage in Jewish practice. For example, 25% of respondents under age forty report they have a Mezuzah on the front door, increasing dramatically to 63% of those 40-59, 68% of those 60-69 and 75% of those 70 and over.

However Jewish practices do not always rise steadily in the three oldest age groups, as it does for having a front door Mezuzah. Looking at Seder participation, 66% of those age 40-59 always participate, dropping to 49% of those 60-69 and the rising again to 61% of those at least 70.

Table 7-9
Religious Practices by Age of Respondent
Telephone Survey Data

Respondent Age	Has Mezuzah on Front Door	Always Lights Candles Friday Night	Always Participates in Seder	Always Lights Hanukkah Candles	Adult Attends Jewish Study
18-39	25%	2%	27%	31%	22%
40-59	63%	11%	66%	62%	34%
60-69	68%	7%	49%	66%	31%
70 and over	75%	17%	61%	53%	44%

Religious Practices by Region of Residence

Region of respondent residence is strongly related to the Jewish behavior practices described in this chapter. Across most categories of religious practice, respondents living in the North Shore and City of Milwaukee area tend to engage in religious practice at significantly higher rates than residents and families that live in the Milwaukee County Ring and Waukesha County (see Table 7-10).

For example, the practice of placing a mezuzah on the front door is highest in the North Shore region (85%), but significantly lower in households located in the Milwaukee County Ring (58%) and Waukesha County (43%) and the Milwaukee County Ring (41%).

Similarly, the practice of “always” participating in a Passover Seder ranges from a high of 77% of households in the North Shore area to a low of 26% of Jewish households in Waukesha County.

Table 7-10
Religious Practices Organized by Region of Residence
Telephone Survey Data

Region of Residence	Has Mezuzah on Front Door	Always Lights Candles Friday Night	Always Participates in Seder	Always Lights Hanukkah Candles	Adult Attends Jewish Study
North Shore	85%	15%	77%	70%	43%
City of Milwaukee	58%	15%	46%	59%	39%
Milwaukee County Ring	41%	2%	48%	39%	23%
Waukesha County	43%	5%	26%	43%	19%

Chapter 8

Synagogue Attendance and Membership

Included within the Jewish Community Study of Greater Milwaukee 2011 was a series of questions concerning attendance at and membership in synagogues.

Synagogue Attendance

Respondents were asked to describe the frequency with which they attend synagogue services. Their responses indicate that there is substantial variation within the regional Jewish community regarding the frequency of attendance at synagogue services. Twenty-four percent of the telephone survey respondents report that they never attend Jewish religious services at a synagogue; another half (49%) report that they attend synagogue services only “a few times a year.” Approximately one-of-ten respondents indicated that they attend services at least once a week. In general, the Internet survey was answered by more Jewishly connected respondents. Only 8% of the Internet respondents reported that they never attended services, while 21% reported weekly attendance.

Compared to the 1996 data, reported synagogue attendance among the 2011 telephone respondents has remained stable. In 1996, 26% never attended compared to 24% in 2011. In 1995, 50% reported attending either on the High Holidays only or a few times a year, compared to 49% a “few times” in the current study. Weekly attendance of 10% in 2011 is statistically the same as the 8% reported in 1995.

Table 8-1
Frequency of Attending Synagogue Services

Frequency of Attendance	Telephone Survey	Internet Survey
Never	24%	8%
A few times a year	49	43
About once a month	8	18
A few times a month	9	10
Weekly	6	11
Several times a week or daily	4	10
Total	100%	100%

Age of Respondent

In general, older respondents are more likely than younger respondents to attend synagogue services on a monthly or weekly basis. Half (51%) of respondents ages 70 and older report synagogue attendance at least monthly compared to 10% of respondents ages 18-39 and about a quarter of respondents in the middle age categories. It should be noted that a significant minority of respondents of all ages “never” attend services, although younger respondents are more likely (28%) to never attend services than older respondents (18%).

Table 8-2
Frequency of Attending Synagogue Services by Age of Respondent
Telephone Survey Data

Respondent Age	Never	Few Times a Year	Monthly	Weekly	Total
18-39	28%	62	8	2	100%
40-59	28%	48	12	11	100%
60-69	18%	59	12	11	100%
70 plus	18%	31	33	18	100%

Geography

Table 8-3 cross-tabulates data on frequency of synagogue attendance by region of residence. North Shore residents are the most likely to attend synagogue services monthly or more, while Milwaukee County Ring residents are the most likely to report they never attend services.

Table 8-3
Frequency of Attending Synagogue Services by Region of Residence
Telephone Survey Data

Region of Residence	Never	Few Times a Year	Monthly	Weekly	Total
North Shore	10%	47	27	16	100%
City of Milwaukee	14%	61	9	17	100%
Milwaukee County Ring	52%	38	6	4	100%
Waukesha County	29%	52	14	5	100%

Synagogue Services on High Holidays

A separate survey question in the telephone and Internet surveys asked about attendance only on the High Holidays. Half of the telephone survey respondents report that they attend synagogue services on the High Holidays “most of the time” or “always,” while 33% “never” attend. The more-Jewishly-connected respondents in the Internet survey were much more likely to report High Holiday attendance, especially always attending services on the High Holidays (74% Internet vs. 41% telephone RDD).

Table 8-4

Frequency of Attendance at Synagogue Services on the High Holidays

Frequency of Attendance	Telephone Survey	Internet Survey
Never	33%	4%
Seldom	10	6
Some of the time	7	6
Most of the time	9	10
Always	41	74
Total	100%	100%

Age and High Holiday Services Attendance

Telephone survey data presented in Table 8-5 indicate that attending synagogues on High Jewish Holidays is strongly correlated with the age of the respondent. “Always” attending High Holiday services is reported by 26% of those 18-39, 39% of those 40-59, 40% of those 60-69 and 61% of those 70 and older. “Never” attending High Holiday services is reported by 56% of the youngest telephone survey respondents and only 18% of the oldest.

Table 8-5

Frequency of Attendance at Synagogue on High Holidays by Respondent Age
Telephone Survey Data

Respondent Age	Never	Seldom	Some of the Time	Most of the Time	Always	Total
18-39	56%	12	<1%	6	26	100%
40-59	36%	13	9	3	39	100%
60-69	23%	9	8	21	40	100%
70 plus	18%	3	7	11	61	100%

Geography and High Holiday Service Attendance

When analyzed by the respondent's geographic area of residence, synagogue attendance on High Holidays shows the same pattern as general synagogue attendance. North Shore respondents are the most likely to report "always" attending High Holiday services (64%) and Metropolitan Ring respondents the least likely (14%).

Given the relatively limited number of interviews in both the Metropolitan Ring and in Waukesha (under 30 in each), the key pattern to note in most geographic analyses is the relatively high levels of engagement in the North Shore, the moderate levels of engagement in the other City of Milwaukee zip codes, and the relatively low levels of engagement in the two areas furthest from the center of the Jewish community — the Metropolitan Ring and Waukesha County.

Table 8-6
Frequency of Attendance at Synagogue on High Holidays by Region of Residence
Telephone Survey Data

Region of Residence	Never	Seldom	Some of the Time	Most of the Time	Always	Total
North Shore	13%	8	8	7	64	100%
City of Milwaukee	26%	12	8	12	41	100%
Metropolitan Ring	65%	10	6	6	14	100%
Waukesha County	43%	11	3	13	30	100%

Synagogue Membership

Synagogue membership was also a question examined in the surveys. Forty-eight percent (48%) of telephone survey respondents indicate that they belong to one synagogue and another 6% belong to more than one. The 54% combined synagogue member total is somewhat higher than the 48% reported in the 1996 survey.

Table 8-7
Number of Synagogues of Which Respondent/Family Are Members
Telephone Survey Data

Number	Telephone Survey	Internet Survey
One	48%	71%
More than one	6	11
Not a member	46	17
Total	100%	100%

Those respondents who said that they are not currently synagogue members were asked if, ever in the past, they had been a member of a synagogue. Thirty-eight percent (38%) of respondents in the telephone sample report that they had at some prior time been a synagogue member, even though they are not currently members (see Table 8-8).

Table 8-8
Ever Been a Synagogue Member as an Adult
 (Asked of those who are not currently synagogue members)

Response	Telephone Survey	Internet Survey
No	62%	35%
Yes	38	65
Total	100%	100%

Respondents who said that they are not currently synagogue members were asked another question: “Do you have an interest in becoming a synagogue member at some point in the future?” The vast majority of the non-synagogue members in the RDD telephone survey replied negatively — 27% definitely not interested and 53% probably not interested. Just 5% of telephone respondents who were not members of a synagogue reported a definite interest in becoming a member in the future.

Table 8-9
Interest in Becoming a Synagogue Member in the Future

Level of Interest	Telephone Survey	Internet Survey
Definitely not	27%	7%
Probably not	53	48
Probably	15	34
Definitely	5	11
Total	100%	100%

Synagogue Membership and Respondent Age

Among telephone respondents, there is a clear linear relationship between age and synagogue membership (see Table 8-10). Those age seventy and older are the most likely to belong to a synagogue (78%), followed by those in the middle age groups (55% and 48%), while those under age 40 are the least likely (34%). These age patterns in Milwaukee's Jewish community follow national age and synagogue relationships.

Table 8-10
Synagogue Membership by Respondent Age
Telephone Survey Data

Respondent Age	Member One	More than One	Not a Member	Total
18-39	29%	5	66	100%
40-59	44%	4	52	100%
60-69	51%	4	45	100%
70 plus	66%	22	22	100%

Synagogue Membership and Region of Residence

When exploring variations in synagogue membership by where people live, the data reported in Table 8-11 shows that membership in a synagogue is highest in the North Shore area and lowest in the Milwaukee County Ring.

Table 8-11
Synagogue Membership by Region of Residence
Telephone Survey Data

Synagogue Membership	Member One	More than One	Not a Member	Total
North Shore	67%	9	24	100%
City of Milwaukee	48%	6	46	100%
Milwaukee County Ring	24%	4	72	100%
Waukesha County	44%	<1%	56	100%

Synagogue Member by Children in Home

One additional way to examine synagogue membership is to explore whether membership varies by whether children are living in the household. The telephone survey data reported in Table 8-12 indicate that there is only a minimal difference between households-with-children and other households in terms of synagogue membership — 50% of households with children belong to at least one synagogue compared to 54% of those without children — largely reflecting the high percentage of seniors, especially those 70 and over, who report belonging to a synagogue.

Table 8-12
Synagogue Membership by Children in Household
Telephone Survey Data

Children in Home?	Member of Only One Synagogue	Member of More Than One Synagogue	Not a Synagogue Member	Total
No children in home	49%	5	46	100%
Yes, children in home	44%	6	50	100%

Cost as a Deterrent to Synagogue Membership

In order to understand why they are not currently synagogue members, non-members were asked how important cost of synagogue membership was as a reason that they were not currently synagogue members. In general, synagogue cost was not a significant factor preventing membership. Six-of-ten (61%) of telephone survey respondents who were not synagogue members said cost was not at all important to their decision to not join a synagogue (see Table 8-13), while 16% said it was a very important factor. Cost was a more important factor among Internet survey respondents.

Table 8-13
Importance of Cost as a Reason For Not Currently Being a Synagogue Member
(Asked of those who are not currently synagogue members)

Level of Importance	Telephone Survey	Internet Survey
Not at all important	61%	14%
Not very important	12	18
Somewhat important	11	32
Very important	16	36
Total	100%	100%

Importance of Cost by Region of Residence

Interestingly, the cost of synagogue membership appears to be a more significant factor for non-synagogue members living in the North Shore and the City of Milwaukee geographic sub-areas – (but caution is advised given the relatively small sample size in most of the sub-areas).

Table 8-14 shows that 28% of North Shore and 24% of City of Milwaukee telephone survey respondents who are not synagogue members said cost was a “very important” reason why they were not affiliated with a synagogue. Only 3% of Milwaukee County ring non-affiliated respondents felt cost was a major factor.

Table 8-14
Importance of Cost to Synagogue Membership by Region of Residence
Telephone Survey Data

Region of Residence	Not at all Important	Not Very Important	Somewhat Important	Very Important	Total
North Shore	30%	33	9	28	100% (N=91)
City of Milwaukee	50%	6	20	24	100% (N=25)
Milwaukee County Ring	86%	3	8	3	100% (N=17)
Waukesha County	57%	13	10	19	100% (N=13)

Chapter 9

Jewish Experiences of Adults When They Were Teens/Children

Several questions on the Jewish Community Survey of Greater Milwaukee 2011 were designed to gather information on the experiences of adult respondents when they were younger.

Jewish Camp Experience

The first two questions asked respondents whether or not they ever attended or worked at a Jewish day camp or overnight camp. About four-of-ten (39%) of telephone survey respondents said that they attended or worked at a Jewish day camp when they were younger (see Table 9-1) and a similar percentage reported attending or working at a Jewish overnight camp (see Table 9-2).

Table 9-1
Attended or Worked at a Jewish Day Camp When Younger

Response	Telephone Survey	Internet Survey
Yes	39%	49%
No	60	49
Not sure	<1%	2
Total	100%	100%

Table 9-2
Attended or Worked at a Jewish Overnight Camp

Response	Telephone Survey	Internet Survey
Yes	38%	52%
No	62	48
Total	100%	100%

Age and Jewish Camp Experiences

Jewish day camp and overnight camp experiences are somewhat related to the age of the telephone survey respondent. Seniors 70 and above reported the lowest percentage of Jewish day camp (21%) and Jewish overnight camp (29%) attendance — likely reflecting the fact that not as many Jewish day and sleep away camps existed when these respondents were teens. In contrast, 40% of respondents under age 40, 50% of those 40-59 and 34% of those 60-69 reported working or attending a Jewish day camp. Parallel percentages for Jewish sleep-away camp are 37% of those under 40, 42% of those 40-69 and 36% of those 60-69.

Involvement in Jewish Youth Organizations as Teenager

Respondents were also asked if as a teenager they were active in a Jewish youth organization. Over half (52%) of telephone survey respondents responded affirmatively (see Table 9-3). In 1996, 46% of survey respondents reported attending Jewish teen youth groups.

Table 9-3
As Teenager, Active in a Jewish Youth Organization

Response	Telephone Sample	Internet Survey
Yes	52%	72%
No	47	27
Not sure	<1%	2
Total	100%	100%

Participation in Organized Jewish Activity as a Young Adult

The final question in this series asked if the respondent had, as a young adult, participated in organized Jewish activities. Again, 52% of telephone survey respondents answered affirmatively (see Table 9-4).

Table 9-4
As a Young Adult, Participated in Organized Jewish Activities

Response	Telephone Survey	Internet Survey
Yes	52%	64%
No	46	34
Not sure	2	2
Total	100%	100%

Among telephone interview respondents, 40% of those under age 40 report participation in organized Jewish activities as a young adult, rising to 50% of those 40-59, 51% of those 60-69 and 67% of those 70 and over.

Connecting Youth and Young Adult Jewish Activities to Participation in Synagogues

Using data from the telephone survey, it is possible to trace the correlation between participation in youth and young adult activities—including attending Jewish camp — and participation as an adult by the respondent in religious activities, charitable giving and connection to local Jewish communities. In essence, relating respondent Jewish teen experiences to respondent adult Jewish behaviors is an indirect measure of the impact of a Jewish childhood on Jewish life involvement in the future.¹

Among the “dependent” variables potentially related to Jewish childhood experiences summarized in the next analyses — “outcomes” — are: (1) Measures of *religious participation*, which include whether or not members of the household belong to one or more synagogues and whether or not members of the household attend synagogue one or more times per week; (2) A measure of charitable giving, whether or not members of the household donate more than half (51% or more) of their charitable giving to Jewish organizations and causes; (3) Measures of *inclusion in the local Jewish community*, including whether the respondent reported feeling “very included” in the local Jewish community, and whether the respondent stated that he or she felt “very connected” to other Jews.

Table 9-5 shows, for example, that 56% of those respondents who worked at a Jewish day camp are currently members of at least one Milwaukee synagogue compared to a very similar 53% of respondents who did not go to a Jewish day camp. Similarly, 24% of Jewish day camp attendees donate at least half of their philanthropic giving to Jewish organizations compared to a statistically equivalent (with potential sampling error understood) 19% of those who did not attend a Jewish day camp. In terms of being connected to other Jews in 2011, 46% of those with camp experiences compared to 38% of those without Jewish camp experiences feel very connected to Jewish Milwaukee. There appears to be some impact of Jewish day camp experiences, but the relationship is not strong.

Attending or working at a Jewish overnight camp (the second row in Table 9-5) has a slightly more powerful correlation with adult Jewish behaviors. Sixty-four percent (64%) of respondents who worked or attended an overnight camp report being synagogue affiliated compared to 49% of those who did not go to a Jewish overnight camp; 28% of Jewish overnight camp respondents report giving at least half of their philanthropy to a Jewish organization compared to 16% of those who did not attend a Jewish overnight camp; 50% of respondents with overnight camp experiences compared to 36% of those without these experiences report feeling very connected to the Milwaukee Jewish community.

Participation in Jewish youth groups or in organized Jewish activities/programs as a teen has a somewhat stronger correlation with adult Jewish behaviors. For example, 36% of those who were involved in a Jewish youth group report giving at least half of their philanthropic dollars to a Jewish organization compared to only 6% of respondents without a Jewish youth group background. Almost identical percentages (34% vs. 7%) are reported by those who participated in other teenage Jewish organized experiences.

¹ To assess the possible impact of participation in Jewish-focused youth and young adult activities, involvement in particular activities is measured against each of the measures of current Jewish life participation and inclusion. Please note that this analysis of the impact of a Jewish childhood is only an indirect measure of the impact of childhood Jewish experiences; causal implications are never that clear and unambiguous. Many factors intervened between the childhood experiences reported and the adult Jewish experiences surveyed, including for many respondents having been born and raised in a different Jewish community than Milwaukee.

The results summarized in Table 9-5 show a consistent but relatively weak relationship between Jewish camp experiences, especially day camp experiences, and higher levels of involvement in Jewish life as an adult. On the other hand, the results show a relatively stronger correlation of Jewish teen and young adult experiences and adult Jewish connections.

Table 9-5

Exploring the Relationship Between Jewish Youth/Young Adult Activities and
Measures of Religious Participation

Involvement Activity	Member of One or More Synagogues	Attend Synagogue One or More Times a Week	Donate 51% or More to Jewish Organizations and Causes	Feel Very Included in the Local Jewish Community	Feel Very Connected to Other Jews
Attended or Worked at Jewish Day Camp					
Yes	56%	15%	24%	31%	46%
No	53%	9%	19%	24%	38%
Attended or Worked at Jewish Overnight Camp					
Yes	64%	16%	28%	32%	50%
No	49%	9%	16%	24%	36%
As a teenager, active in a Jewish organization					
Yes	66%	14%	36%	39%	58%
No	44%	8%	6%	16%	25%
As a young adult, participated in organized Jewish Activities					
Yes	63%	16%	34%	36%	57%
No	46%	6%	7%	19%	26%

Relating Camp Experiences to Teen and Adult Activities

Digging just a bit deeper, it is possible to explore using telephone survey data whether participating in Jewish day or overnight camp affected the propensity of respondents to later be active in Jewish teen organizations and/or organized Jewish activities as young adults. These relations are analyzed in Table 9-6. The data in this table indicate that:

- Children who attended or worked at **Jewish day camp** were *more* likely than children that did not attend or work at camp to: (1) participate in Jewish youth organizations as teenagers and (2) participate in organized Jewish activities as a young adult.
- Children who attended or worked at **Jewish overnight camp** were *more* likely than children that did not participate in Jewish overnight camp to: (1) participate as teens in Jewish youth organizations and (2) participate as young adults in organized Jewish activities.

Table 9-6
Exploring the Relationship between Participation in Jewish Day and Overnight Camp as Children
With Propensity to Be Active in Jewish Activity as Teens and Young Adults

Involvement Activity	As Teenager, Active in Jewish Youth Organization		As Young Adult, Participated in Organized Jewish Activity
Attended or Worked at Jewish Day Camp			
Yes	82%		73%
No	32%		39%
Attended or Worked at Jewish Overnight Camp			
Yes	75%		70%
No	37%		41%

In summary, participation in both Jewish day and overnight camp as children is associated with continued participation in Jewish activities by teens and young adults. And, as we have seen above, teen and young adult participation in organized Jewish activities is associated with more active participation in religious activities and perceptions of inclusion in the local Jewish community.

Chapter 10

Inmarriage and Inter marriage

Inter marriage has been a major Jewish communal issue and research topic in Jewish demographic studies over the last quarter of a century. The concern has been that interfaith marriages may ultimately weaken Jewish identity and reduce the likelihood of children in these families being raised in a Jewish environment.

Using data from the telephone survey, it is possible to study Jewish households where one spouse or one domestic partner is not Jewish. As in all parts of this study, “being Jewish” is defined as either (1) being born or raised Jewish or (2) currently considering oneself to be Jewish. Over half (58%) of surveyed households contained a married couple or domestic partners. Of these households, 44% reported that one spouse or partner was not Jewish, constituting inter marriage across faiths. The remaining 56% of households with spouses or partners reported that their spouses or partners were Jewish.

The 44% household inter marriage rate represents an increase from the reported 28% household inter marriage rate in the community’s 1996 study, paralleling the apparent national inter marriage rate increase. However, there is an important caveat to comparing the 1996 and 2008 percentages. The 1996 percentage only includes households with married spouses, while the 2008 percentage includes households with married spouses and cohabiting partners. The 2008 questionnaire combined the answer category of married and partnered, so it is impossible to separate households with spouses from households with partners. Analyses of partnered but unmarried couples have consistently shown a higher rate of Jewish/non-Jewish partnerships than of Jewish/non-Jewish marriages. Thus, the 44% rate in 2011 is most likely inflated by the inclusion of partners in the calculations.

For convenience, we sometimes refer to inter married and in married households in the remainder of this chapter, but in this study these households include partners as well as spouses.

Inter marriage 2011 and Region of Residence

As compared to households where spouses or partners are both currently Jewish, inter married households are more likely to live in the Metropolitan Ring or in Waukesha County (see Table 10-1). The inter marriage rate is 19% among North Shore couples, 32% among City of Milwaukee respondents, 85% among County Ring couples and 75% among Waukesha County couples.

Table 10-1
Intermarriage Status of Married Respondents by
Residential Location of Households
Telephone Survey Data

Region of Residence	Intermarried Couples	Inmarried Couples	Total
North Shore	19%	81	100%
City of Milwaukee	32%	68	100%
Metropolitan Ring	85%	15	100%
Waukesha County	75%	25	100%
Total Milwaukee Study Area	44%	56	100%

Intermarriage and Religious Orientation

Denominational/movement identification is strongly linked to intermarriage status. In the 2011 study, none of the married Orthodox couples and only 3%-4% of Conservative or Reconstructionist respondents were married to or living with a non-Jewish person. Among Reform Jewish respondents, in stark contrast, 42% were intermarried, as were 71% of “secular-Just Jewish – no denomination” respondents. In 1996, similar cross-denominational differences were documented.

Intermarriage and the Age of the Respondent

Also reflecting national patterns, intermarriage rates among married and partnered couples vary significantly by the age of the respondent (year married was not asked in the survey).

- Among married/partnered respondents under age 40, 77% are inter-married/inter-partnered.
- The intermarriage rate is 53% among those ages 40-59,
- 40% among those age 60-69 and,
- Only 16% among those respondents who 70 years of age and older.

Intermarriage and Religious Practice

Table 10-2 below provides data on differences in religious practice across households by whether or not the spouses or partners in the household are intermarried. Households where one spouse or partner is not Jewish are substantially less likely than other households to participate in all of the practices in the table, painting a portrait of two different Jewish sub-communities in Greater Milwaukee.

Table 10-2
Impact of Inter-marriage on Religious Practices
Telephone Survey Data

Religious Practices	Inmarried Couples (Married and Partnered)	Intermarried and Inter- Partnered Couples
Place Mezuzah on Front Door	94%	48%
Member of One or More Synagogues	88%	28%
Always Light Hanukkah Candles	82%	46%
Always Attend Synagogue Services on High Holidays	75%	20%
Attend Adult Jewish Study	49%	16%
Attend Synagogue Once a Week of More Often	27%	3%
Always Keep Kosher	15%	1%

Inter-marriage and Religious Upbringing of Children

The Milwaukee 2011 telephone survey data on inter-marriage are especially dramatic in terms of how children in these households are being raised. In 100% of inmarried households, every child is reported to be being raised in the Jewish religion...

- Among intermarried Jewish households, 41% of children with interfaith parents are being raised in the Jewish religion and another 27% of children are being raised as both the Jewish and in another religion.
 - Thirty percent (30%) of children in intermarried households are being raised without any religion.

Relating Inter-marriage to Religious Feelings and Activities

Telephone survey data were also analyzed to explore the connection between inter-marriage and feelings about being Jewish, inclusion in the Jewish community, the importance of Israel and many other variables relating to feelings and perceptions. Households with intermarried/inter-partnered couples display lower percentages on every measure in Table 10-3 except one. The exception relates to support for Israel and Jews overseas; similar percentages of in-married (65%) and intermarried (60%) respondents think it is very important for the Jewish community in greater Milwaukee to support Israel and Jews overseas.

Table 10-3
Impact of Inter marriage on Religious Feelings, Perceptions and Activities
Telephone Survey Data

Feelings, Perceptions and Activities	Inmarried Couples (Married and Partnered)	Intermarried and Inter- Partnered Couples
Feel Very Important to be Jewish	85%	41%
Being Jewish Inspires Community Service/Activism	72%	10%
Feel Very Connected to Other Jews	71%	14%
Very Important that Children are Connected to Other Jews	71%	43%
Feel Israel is Very Important	69%	44%
Most Close Friends are Jewish	65%	6%
Important to Support Israel and Overseas	65%	60%
Adult in Household Travelled to Israel	64%	24%
Feel Very Included in Local Jewish Community	53%	8%

Chapter 11

School Attendance Patterns

Questions on the telephone and Internet surveys asked respondents living in households with children about where their children attend school as well as about how decisions about school selection are made in the household.

Preschool or Day Care

Respondents with children under the age of 18 were asked whether or not they had any children attending any type of preschool or day care. Twenty-seven percent (27%) of telephone survey respondents and 36% of the Internet survey respondents said that they had a child or children in preschool or day care (see Table 11-1).

Table 11-1
Children in Household Attend any Kind of Preschool or Day Care
 (Asked of respondents who live in households with children under the age of 18)

Response	Telephone Survey	Internet Survey
Yes	27%	36%
No	73	64
Total	100%	100%

Of the households with children in preschool or daycare, few (18%) of the telephone survey respondents who had children enrolled in a pre-school or day care program reported that their child or children attended a day-care or preschool program offered by a Jewish organization (see Table 11-2); the small number of interviews with this group requires caution in interpretation. In contrast, more than 80% of Internet survey respondents who have children in preschool or day care said their children attended a program offered by a Jewish organization.

Table 11-2
Children Attend Day Care or Preschool Offered by a Jewish Organization
 (Asked of respondents that have children attending preschool or day care)

Response	Telephone Survey	Internet Survey
Yes	18%	81%
No	82	19
Total	100% (Low N=20)	100%

Kindergarten through High School Education

Respondents in both surveys who were asked if they had any children enrolled in any school from kindergarten through high school. About three-quarters (76%) of telephone survey respondents and 88% of Internet respondents had one or more children enrolled in a K-12 school program (see Table 11-3).

Table 11-3
Children in Household Enrolled in Any School Grade K-12
(Asked of respondents who live in households with children)

Response	Telephone Survey	Internet Survey
Yes	76%	88%
No	24	12
Total	100%	100%

Any Jewish day school enrollment was reported by only 12% of randomly-based telephone survey respondents. In contrast, almost half (48%) of the Internet survey respondents had at least one child in a Jewish day school. Internet survey respondents, over-representing the Orthodox households in the community, noted multiple child enrollments in a Jewish Day school — 28% reported 2 or more children enrolled in a Day School while 12% reported one enrolled child (see Table 11-4).

Table 11-4
Number of Children Attending a Jewish Day School
(Asked of respondents who that have children attending grades K-12)

Number of reported	Telephone Survey	Internet Survey
No Children	88%	52%
1	9	20
2	2	16
3 or more	1	12
Total	100%	100%

Telephone survey households, on the other hand, were more likely to report a child in a private, non-Jewish school (29%; see Table 11-5) than in a Jewish day school (12%). Internet survey respondents, in contrast, were more likely to have a child in a Jewish day school (48%) than in a private, non-Jewish school (9%).

Table 11-5
Number of Children Attending a Private, Non-Jewish School
(For families that have any children attending grades K-12)

Number of Children	Telephone Survey	Internet Survey
0	71%	91%
1	22	5
2 or more	7	4
Total	100%	100%

Public school enrollment of children (Table 11-6) was reported by approximately 60% of both telephone survey respondents and Internet respondents.

Table 11-6
Number of Children Attending a Public School
(For families that have any children attending grades K-12)

Number of Children	Telephone Survey	Internet Survey
0	38%	42%
1	28	27
2	32	22
3 or more	2	9
Total	100%	100%

Respondents in households which reported they had school-age children attending a private, non-Jewish or public school (but not a Jewish Day school) were asked if these children were enrolled in any type of Jewish education. Twenty-eight percent (28%) of telephone respondents and 57% of Internet survey respondents said that their children in public and/or private, non-Jewish school were enrolled currently in some form of Jewish education (see Table 11-7).

Table 11-7
Children Enrolled in Public or Private School Enrolled in Any Type of Jewish Education
(For families with children not enrolled in Jewish Day Schools)

Response	Telephone Survey	Internet Survey
Yes	28%	57%
Some are, others are not	2	3
No	70	40
Total	100%	100%

A final question in the education-of-children sequence asked respondents who indicated that their children were not enrolled currently in any Jewish education if they intended to enroll their child/children in Jewish education at some point in the future. Table 11-8 summarizes those responses, indicating that school-age children not currently enrolled in Jewish education are unlikely to be enrolled in a Jewish educational program in the future.

Table 11-8
Intention to Enroll Children in Some form of Jewish Education in the Future
(For families who have children attending public or private school but not currently Enrolled in Jewish education)

Response	Telephone Survey	Internet Survey
Yes	16%	24%
No	65	60
Not sure	19	16
Total	100%	100%

Chapter 12

Knowledge and Perception of Jewish Organizations

Respondent familiarity with and perception of major Jewish organizations in the Greater Milwaukee area was a topic included within the Jewish Community Study of Greater Milwaukee 2011.

Familiarity with Major Jewish Organizations

Respondents in both surveys were asked how familiar they were with four major Jewish organizations in the Greater Milwaukee region: (1) the Harry & Rose Samson Family Jewish Community Center, (2) the Jewish Home and Care Center, (3) Jewish Family Services, and (4) the Milwaukee Jewish Federation.

Table 12-1 presents data on the relative familiarity of telephone survey respondents with the identified organizations; Table 12-2 provides similar data for respondents in the Internet survey. For respondents to both surveys, the level of organizational familiarity was greatest for the Jewish Community Center.

Table 12-1
Familiarity with Major Jewish Organizations: Telephone Survey Responses

Level of Familiarity	Jewish Community Center	Jewish Home and Care Center	Jewish Family Services	Milwaukee Jewish Federation
Very familiar	53%	32%	35%	32%
Somewhat familiar	33	30	35	40
Not very familiar	14	38	30	28
Total	100%	100%	100%	100%

Table 12-2
Familiarity with Major Jewish Organizations: Internet Survey Responses

Level of Familiarity	Jewish Community Center	Jewish Home And Care Center	Jewish Family Services	Milwaukee Jewish Federation
Very familiar	78%	44%	44%	59%
Somewhat familiar	19	35	39	34
Not very familiar	3	21	17	8
Total	100%	100%	100%	100%

Perceptions of Major Jewish Organizations

Survey respondents were then asked to give their perception of each of the major Jewish organizations on a scale that ranged from “excellent” to “poor.” They were also allowed to indicate that they had “no opinion” of the organization; typically, individuals who select this response do not feel that they have enough information to make an informed assessment. The responses of telephone survey respondents are reported in Table 12-3, and those of the Internet survey are listed in Table 12-4.

The Harry & Rose Samson Family Jewish Community Center received the highest perception ratings of the four major organizations identified, receiving an “excellent” or “good” rating from 71% of telephone survey respondents and 81% of Internet survey respondents.

It is important to consider the relative frequency at which respondents in both surveys said they had “no opinion” of the organization. The Jewish Home and Care Center had the relatively highest number of “no opinion” responses in both surveys, consistent with the findings reported in Tables 12-1 and 12-2 that this is the organization least familiar to respondents.

Table 12-3
Perceptions of Major Jewish Organizations: Telephone Survey Respondents

	Jewish Community Center	Jewish Home and Care Center	Jewish Family Services	Milwaukee Jewish Federation
Excellent	43%	25%	30%	27%
Good	28	18	28	29
Fair	7	7	6	14
Poor	3	5	4	7
No Opinion	18	45	32	30
Total	100%	100%	100%	100%

Table 12-4
Perception of Major Jewish Organizations: Internet Survey Respondents

	Jewish Community Center	Jewish Home and Care	Jewish Family Services	Milwaukee Jewish Federation
Excellent	41%	23%	38%	22%
Good	40	38	34	41
Fair	13	13	8	20
Poor	2	4	1	8
No Opinion	4	23	19	10
Total	100%	100%	100%	100%

Chapter 13

Service Needs of Jewish Families and Seniors in the Community

The Jewish Community Study of Greater Milwaukee, 2011 included a number of questions designed to measure the extent of needs for a variety of social services among members of the Jewish population in Greater Milwaukee. Questions in this series explored the service needs of adults, seniors, and children.

Respondents in both the telephone survey and the Internet survey were first asked a question designed to measure disability within the Milwaukee Jewish community. They were asked: "Does anyone in your household have any type of physical or developmental disability that limits or prevents employment, educational opportunities or the ability to live independently?" Fourteen percent (14%) of all telephone respondents indicated that such a disability existed in their household, which translates to a minimum of approximately 2,200 individuals (Jewish and non-Jewish) in the Milwaukee Jewish community. In some households, more than one person might have had a disability. A significantly lower percentage of the Internet respondents, just 5%, indicated that such a physical or developmentally disabled person lived in their household.

In the telephone survey, older respondents were somewhat more likely to indicate that a disabled person (as defined in the question) lived in their household. Only 8% of respondents under age 40 noted that a disabled person lived in their household, compared to 14% of respondents ages 40-59, 19% of respondents 60-69 and 18% of respondents ages 70 and over. In terms of geography, 8% of North Shore respondents noted that a person with a disability lived in their household, compared to 21% of respondents in the other zip codes in the City of Milwaukee, 20% from the County Ring area and 14% from Waukesha County.

Based on telephone survey answers, 51% of the estimated 2,200 physically or developmentally disabled needed daily supervision or assistance. In the Internet survey, the comparable percentage was 44% (see Table 13-1). In both surveys, the vast majority of the disabled had sought assistance for their condition: 89% of telephone and 76% of Internet respondents who reported a disabled person in their households indicated that assistance had been sought for the physical or developmental disability.

The Internet respondents were more likely than the random telephone surveyed respondents to report that a Jewish organization's assistance was sought for the physical or developmental disability.

Table 13-1
Household Responses to Assistance Needed for a Physical or Developmental Disability

Percent of Households:	Telephone Survey	Internet Survey
Indicating Assistance Needed for a Person with Disabilities	14%	5%
Indicating Person with Disability Needs Daily Assistance	51%	44%
Which Sought Assistance for Disability Need	89%	76%
Which Sought Assistance from a Jewish Organization For Disability Need	11%	43%

Needs of Adults and Children

A number of questions on the social service needs of adults and children were included in the telephone survey and were reported in the original 2011 version of this report. These questions asked about: (1) marital, family, or personal counseling; (2) case management services for an older adult in the household or a relative regarding nutrition, hygiene, or other assistance; (3) counseling for adults with serious mental illness; and (4) programming for children with exceptional needs – physical, developmental, or mental illness. The Berman Jewish DataBank’s review of the original datafile revealed a programming error related to these questions during the study’s interviewing phase. These questions were supposed to be asked of all respondents but, with one exception, were mistakenly asked only of the 14% of respondents who indicated that a physically or developmentally disabled person lived in their household. Given this error, the DataBank’s revised report does not include or update these data.

Divorce, Bereavement Counseling

The one human services question that was not affected by the programming error asked whether anyone in the household needed assistance dealing with divorce, separation or death of a spouse, partner, other family member or friend. Approximately 5% of telephone survey respondents and 7% of Internet survey respondents indicated “yes,” such assistance was needed by someone in their household.

Needs of Seniors

The Jewish Community Study of Greater Milwaukee 2011 also asked a series of questions related to the service-related needs of senior citizens, defined as those 60 years of age or older. Fifty-one percent (51%) of the telephone sample — an estimated 7,600 Jewish households — and 45% of the Internet sample responded affirmatively that they had one or more seniors age 60 or older lived in the household.

All households that reported having seniors were asked if the seniors had a need for: (a) home health care, (b) nursing home care, or (c) senior day care in the twelve months preceding the survey.

- Home health care for a senior was reported needed by 15% of telephone respondents compared to 7% of Internet respondents;
- Nursing home care was required for 6% of telephone interviewed Jewish Milwaukee households (and 4% of Internet households).
- Senior day care was needed for 3% of all Milwaukee Jewish households with a senior age 60 and over (1% of Internet households with seniors).

In general, telephone survey respondents reported that all seniors who needed any of these services were able to receive assistance.

Chapter 14

Impact of Economic Downturn

The Jewish Community Study of Greater Milwaukee 2011 was conducted about two and a half years into a major economic downturn which began in 2008. The team designing the survey thought it would be useful to ascertain the magnitude and nature of the impact of the downturn on Jewish families in Greater Milwaukee.

Impact of the Economic Downturn on Family Finances

Respondents were asked whether the economic downturn had a serious, moderate, small or no impact on their family finances. Over half (55%) of all telephone respondents indicated that the economic downturn had either a moderate or a serious impact on their household — 23% serious impact and 32% moderate impact. A similar 49% of Internet respondents rated the impact of the economic recession as having a moderate or severe impact on family finances (see Table 14-1).

Table 14-1
Magnitude of the Economic Downturn on Family Finances

Magnitude of Impact	Telephone Survey	Internet Survey
No impact	23%	15%
Small impact	22	36
Moderate impact	32	36
Serious impact	23	13
Total	100%	100%

The data from the Milwaukee Jewish community study show variations in consequences of the recession for Jewish households, with some groups being more negatively impacted than others.

Age and the Economic Downturn

Respondents under age 60 tended to report higher negative impact levels (serious and moderate impact combined) than those 60 and older, though for the youngest cohort under 40, the negative impacts were much more likely to be moderate than serious” compared to the other cohorts. Serious negative impacts of the economic downturn were reported by 25% of respondents 40-59, 30% of those 60-69 and 19% of those 70 and over (see Table 14-2).

Table 14-2
Magnitude of the Economic Downturn on Family Finances by Age of Respondent
Telephone Survey Data

Magnitude of Impact	Age of Telephone Survey Respondent			
	Under 40	40-59	60-69	70+
No impact	16%	16%	17%	39%
Small impact	19	21	36	13
Moderate impact	50	38	16	28
Serious impact	15	25	30	19
Total	100%	100%	100%	100%

Household Income and the Economic Downturn

Households with fewer economic resources were most severely impacted by the economic downturn. Nearly four in ten (39%) of households with incomes under \$50,000 reported a serious impact on family finances, compared to 31% with household incomes between \$50,000 and \$100,000, 7% with household incomes between \$100,000 and \$150,000 and less than 1% of households with annual income of at least \$150,000.

Table 14-3
Magnitude of the Economic Downturn on Family Finances by Household Income
Telephone Survey Data

Magnitude of Impact	Household Income			
	Under \$50,000	\$50,000 to \$99,999	\$100,000 to \$150,000	\$150,000 and over
No impact	18%	12%	44%	42%
Small impact	15	19	18	42
Moderate impact	29	38	31	15
Serious impact	39	31	7	<1%
Total	100%	100%	100%	100%

Region of Residence and the Economic Downturn

Unlike the consistent relationship of region of residence on participation in Jewish life, region of residence of the survey respondent was not a predictable factor in analyzing the impact of the Great Recession. The highest level of economic disruption was reported by City of Milwaukee and County Ring respondents; 35% of County Ring and 25% City respondents cited a serious impact on their household finances. North Shore respondents (16%) and Waukesha respondents (19%) were least likely to indicate a serious impact on their household's finances (Table 14-4)

Table 14-4
Magnitude of the Economic Downturn on Family Finances by Region of Residence
Telephone Survey Data

Magnitude of Impact	Region of Residence			
	North Shore	City of Milwaukee	County Ring	Waukesha
No impact	23%	22%	28%	17%
Small impact	23	19	8	39
Moderate impact	38	34	29	25
Serious impact	16	25	35	19
Total	100%	100%	100%	100%

Impact of the Recession on Recreational and Communal Activities

Respondents were also asked whether the economic downturn had affected the ability of the family to participate in or undertake a set of specific activities, including both *recreation-focused activities* (e.g., taking a family vacation) and *Jewish communal activities* (e.g., enrolling children in Jewish summer camp). Respondents answered either yes or no, but were allowed to indicate that the activity was not relevant to them (i.e., given that they had no interest in pursuing the activity, the question of economic impact was not relevant to them).

It should be noted that identification that the downturn affected "ability to participate" in specified activities does not mean that the family did not participate at all in the activity. It means that the downturn made it more difficult to participate. In some cases, the economic challenge may have precluded any participation in the recreational or religious activity.

The table below lists the percentage of respondents in each survey who indicated that the economic downturn had affected their ability to pursue specified recreational and religious activities. In calculating these percentages, the respondents who indicated that the activity was "not relevant" were removed from consideration. Thus, in Table 14-5, the "% Yes" category is based upon only those respondents who saw the specified activity as relevant to their interests.

The economic downturn has generally had more negative impact on the ability of families to participate in recreational activities than in Jewish communal activities. Family vacations were the activity hardest hit by the economic downturn among recreation focused activities. Among Jewish communal activities, the economic downturn had the most impact on joining or remaining a member of the Jewish Community Center. (It should be noted, however, that drops in enrollment by such numbers in the Jewish day schools, verified independently, have a significant impact on those institutions, as do reductions in membership numbers at camps, synagogues and the JCC.)

Table 14-5
Impact of Economic Downturn on Recreational and Religious Activities

Type of Activity	% Saying Yes Telephone Survey	% Saying Yes Internet Survey
(A) Recreational Activity		
Join or attend arts and culture events	31%	31%
Attend recreational of sports events	29%	29%
Take Family Vacations	44%	43%
(B) Jewish Communal Activities		
Enroll children in Jewish summer camp	8%	26%
Join or remain member of synagogue	17%	14%
Enroll children in Jewish day school	10%	17%
Join or remain member of JCC	20%	26%

Chapter 15

Charitable Giving Practices and Perspectives

Toward the end of both surveys, respondents were asked a series of questions about their perspectives and practices related to charitable giving. This chapter summarizes data findings related to this topic.

Percent of All Charitable Giving Made to Jewish Organizations and Causes

The first question in this series asked respondents in both surveys to identify the proportion of their overall charitable giving that was targeted to Jewish organizations and causes.

Two-of-three telephone survey respondents (67%) indicated, Jewish organizations received one-quarter or less of the total philanthropic dollars their households contributed (see Table 15-1). For 20% of the telephone sample, at least half of their charitable contributions went to a Jewish organization. Internet survey respondents—composed of Jewish households relatively more connected to the Jewish community—gave relatively more to Jewish organizations and causes than respondents to the telephone survey. Fifty-seven percent of Internet respondents reported that more than half of their charitable giving went to Jewish organizations.

Table 15-1
Percent of All Charitable Giving Made to Jewish Organizations and Causes

Percent to Jewish Organizations	Telephone Survey Respondents	Internet Survey Respondents
0%-25%	67%	27%
26%-50%	13	16
51%-75%	7	22
More than 75%	13	35
Total	100%	100%

Inmarried/Intermarried Respondents and Jewish Philanthropy

One major factor shaping charitable giving patterns was the inmarried/intermarried status of the married respondents to the telephone survey (see Table 15-2).

Few intermarried and inter-partnered telephone survey respondents reported that a significant proportion of their household charitable contributions were to Jewish organizations; only about 5% said that their household gave at least half of its charitable contributions to Jewish organizations, while 89% reported giving no more than 25% of their charitable dollars to Jewish causes.

In strong contrast, inmarried telephone respondents were more likely to give a significant philanthropic share to Jewish causes; four in ten (41%) reported that at least half of their household's philanthropy went to Jewish charitable causes.

Table 15-2
Percent of All Charitable Giving Made to Jewish Organizations and Causes by
Inmarried/Intermarried Status of Respondent
Telephone Survey Data

Percent to Jewish Organizations	Inmarried Survey Respondents	Intermarried Survey Respondents
0%-25%	44%	89%
26%-50%	15	6
51%-75%	14	4
More than 75%	27	<1%
Total	100%	100%

Age of Respondent

Older respondents were much more likely to donate a significant proportion of their charitable dollars to Jewish organizations; 36% of respondents 70 and older, 19% of respondents 60-69, 18% of respondents 40-49 and only 4% of respondents under 40 reported that half of their household contributions went to a Jewish organization (Table 15-3).

Table 15-3
Percent of All Charitable Giving Made to Jewish Organizations and Causes by Age of Respondent
Telephone Survey Data

Percent Charitable Giving to Jewish Organizations	Age of Telephone Survey Respondent			
	18-39	40-59	60-69	70 plus
0%-25%	80%	72%	65%	48%
26%-50%	15	10	15	16
51%-75%	3	4	9	13
More than 75%	1	14	10	23
Total	100%	100%	100%	100%

Residential Location

North Shore residents (36%) were most likely to report that at least half of their charitable giving went to Jewish organizations, compared to 20% of City of Milwaukee respondents and only 6% of respondents in the County Ring and Waukesha. The vast majority of County Ring (92%) and Waukesha (84%) telephone survey respondents replied that less than a quarter of their household charitable donations went to Jewish charities.

Table 15-4
Percent of All Charitable Giving Made to Jewish Organizations and Causes by Region of Residence
Telephone Survey Data

Percent Charitable Giving to Jewish Organizations	Area of Residence			
	North Shore	City of Milwaukee	Milwaukee County Ring	Waukesha
0%-25%	47%	62%	92%	84%
26%-50%	17	18	3	10
51%-75%	13	6	3	3
More than 75%	23	14	3	3
Total	100%	100%	100%	100%

Charitable Giving to Milwaukee Jewish Federation and Other Federations

Respondents were also asked if they made any charitable giving through the Milwaukee Jewish Federation, other Jewish Federation(s) or both. Thirty-seven percent (37%) of telephone survey respondents and 72% of Internet sample respondents said they made donations through the Milwaukee Jewish Federation (see Table 15-5). Over half of all telephone sample respondents made no charitable donation through a Federation.

Table 15-5
Percent Reporting Milwaukee Jewish Federation Donations

Jewish Federation Donation?	Telephone Survey Respondents	Internet Survey Respondents
Milwaukee Federation Only	28%	61%
Milwaukee and Other Jewish Federation	9	11
Other Federation only	3	2
No Federation Donations	59	26
Total	100%	100%

Age is strongly related to giving to the Milwaukee Jewish Federation giving. While just 8% of respondents younger than 40 report a contribution to the Milwaukee Jewish Federation, 30% of respondents ages 40-49, 44% of respondents ages 60-69 and 60% of respondents ages 70 and older made a Jewish Federation donation.

Table 15-6
Jewish Federation of Milwaukee Donations by Age of Respondent
Telephone Survey Data

Jewish Federation Donation?	Age of Telephone Survey Respondent			
	18-39	40-59	60-69	70+
Milwaukee Federation Only	6%	28%	30%	46%
Milwaukee and Other Jewish Federation	2	2	14	14
Other Federation Only	7	7	5	1
No Federation Donations	85	63	51	38
Total	100%	100%	100%	100%

Region is likewise related to giving to the Milwaukee Jewish Federation, with North Shore residents the most likely to report a donation (56%), followed by 43% of City respondents, 26% of Waukesha respondents and 14% of County Ring respondents.

Table 15-7
Jewish Federation of Milwaukee Donations by Region of Residence
Telephone Survey Data

Jewish Federation Donation?	Area of Residence			
	North Shore	City of Milwaukee	Milwaukee County Ring	Waukesha County
Milwaukee Federation Only	47%	34%	10%	10%
Milwaukee and Other Jewish Federation	9	9	4	16
Other Federation only	5	1	<1%	5
No Federation Donations	39	56	86	69
Total	100%	100%	100%	100%

Proportion of Jewish Giving through the Milwaukee Jewish Federation

Respondents in Jewish households that reported a gift to the Milwaukee Jewish Federation were asked to estimate the percentage of their overall charitable giving to Jewish organizations and causes that they donated through the Milwaukee Jewish Federation. Over half of the respondents in both surveys said that they gave no more than 25% of their donations to organizations and causes in the Jewish community through the Milwaukee Jewish Federation (see Table 15-8), and under a quarter of respondents in both surveys said they gave more than half of Jewish charitable donations through the Federation

Table 15-8
Percentage of Charitable Giving to Jewish Organizations
Given Through the Milwaukee Jewish Federation

(Asked of those who donated through the Milwaukee Jewish Federation
 Non-donors not asked the question)

Percent	Telephone Survey	Internet Survey
1%-25%	59%	57%
26%-50%	21	20
51%-75%	6	13
More than 75%	14	10
Total	100%	100%

A caveat: respondents who did not give to the Milwaukee Jewish Federation are excluded from this table (sixty percent of the telephone survey respondents), so the percentage who gave under one-fourth of their Jewish charitable donations to the Jewish Federation is an under-estimate of the proportion of donors who gave small proportions of their Jewish giving to the Federation.

- Estimating the impact of adding the non-Federation respondents to the data in Table 15-8, approximately 60% of all Milwaukee Jewish households give nothing to the Jewish Federation, about 30% give less than half of their Jewish charitable donations and about 10% donate at least half of their Jewish donations to the MJF.
- The vast majority of the high proportion donors (half or more) reside in the North Shore

Tables 15-9 and 15-10 cross-tabulate the percentage of all Jewish giving through the Milwaukee Jewish Federation by age and region, respectively. Respondents ages 40 and over are much more likely than respondents under 40 to make at least half of their Jewish charitable donations through the Federation. One-in-four North Shore Jewish households reported contributing at least half of their Jewish giving through the Federation. Sample sizes for the County Ring and the Waukesha data below are under ten, so findings showing no Ring residents and 38% of Waukesha residents donating half or more of their Jewish gifts through the Federated system should be interpreted with extreme caution.

Table 15-9

Percentage of Charitable Giving to Jewish Organizations Given Through the Milwaukee Jewish Federation
by Respondent Age: Telephone Survey Data

(Asked only if donated through the Milwaukee Jewish Federation; Non-donors not asked the question)

Percent	Age of Survey Respondent			
	18-39	40-59	60-69	70+
1%-25%	63%	58%	58%	58%
26%-50%	32	23	21	18
51% or more	5	19	21	23
Total	100%	100%	100%	100%

Table 15-10

Percentage of Charitable Giving to Jewish Organizations Given Through the Milwaukee Jewish Federation
by Region of Residence: Telephone Survey Data

(Asked only if donated through the Milwaukee Jewish Federation: Non-donors not asked the question)

Percent	Region of Residence			
	North Shore	City of Milwaukee	County Ring	Waukesha
1%-25%	56%	68%	83%	38%
26%-50%	18	27	17	25
51% or more	26	5	0	38
Total	100%	100%	100%	100%

Perspectives of Those Who Did Not Donate to the Milwaukee Jewish Federation

A follow-up survey question asked respondents who reported no charitable gift through the Milwaukee Jewish Federation why they did not donate to the Federation. Responses to this open-ended question are provide in Table 15-11. No expendable income and preference for targeted giving and other causes were the most common reasons for not engaging in charitable giving through the Federation.

Table 15-11
Reasons for Not Giving Through the Milwaukee Jewish Federation

Reason for Not Giving	Telephone Survey	Internet Survey
No expendable income	44%	39%
Prefer targeted giving, other causes more important	25	28
Poor experience or perception of the Federation	7	21
Were never asked/never considered it	7	6
Not interested	6	1
Uneducated about the Federation	5	2
Other	7	4
Total	100%	100%

Wills and Estate Plans

Turning to vehicles for charitable giving, respondents in both surveys were asked if they had a will or estate plan, and about seven-in-ten respondents in both surveys said they do (see Table 15-12).

Table 15-12
Adults in Jewish Household Have A Will or Estate Plan

Response	Telephone Survey	Internet Survey
Yes	69%	72%
No	31	28
Total	100%	100%

Of those with estate plans, 15% of telephone respondents and 21% of Internet respondents said that their will or estate plan provided support to a Jewish organization or cause (see Table 15-13)

Table 15-13
Will or Estate Plan Has Provision to Support a Jewish Organization or Cause
 (Asked of Jewish respondents who have a will or estate plan)

Response	Telephone Survey	Internet Survey
Yes	15%	21%
No	85	79
Total	100%	100%

Knowledge of the Jewish Community Foundation

Finally, all respondents were asked if they had ever heard of the Jewish Community Foundation. Internet respondents (72%) were more likely than telephone respondents (45%) to have heard of the Jewish Community Foundation in Milwaukee (see Table 15-14).

Table 15-14
Heard of the Jewish Community Foundation

Response	Telephone Survey	Internet Survey
Yes	45%	72%
No	48	19
Not sure	7	9
Total	100%	100%

According to telephone survey data, older respondents are much more likely to have heard of the Jewish Community Foundation than younger respondents (see Table 15-15).

Table 15-15
Heard of the Jewish Community Foundation by Age of Respondent
Telephone Survey Data

Age of Respondent	Yes – Heard of Jewish Community Foundation
18-39	37%
40-59	40%
60-69	45%
70+	67%

North Shore and City of Milwaukee respondents were also more likely to have heard of the Jewish Community Foundation than Milwaukee County Ring and Waukesha County respondents (Table 15-16).

Table 15-16
Heard of the Jewish Community Foundation by Region of Residence
Telephone Survey Data

Region of Residence	Yes – Heard of Jewish Community Foundation
North Shore	59%
City of Milwaukee	55%
Milwaukee County Ring	29%
Waukesha County	29%

Chapter 16

Perspectives on Israel

Questions concerning Israel were included at different junctures in the survey, related to a variety of issues. These questions are clustered together in this chapter that focuses on Israel. Data from some of these questions were reported in other chapters as well.

Travel to Israel

One question concerned travel to Israel. Survey respondents were asked whether any adult in the household had traveled to Israel. Forty-one percent (41%) of telephone respondents and 82% of Internet respondents said that an adult had traveled to Israel (see Table 16-1).

Table 16-1
Adults in Household Traveled to Israel

Response	Telephone Survey	Internet Survey
Yes	41%	82%
No	59	18
Total	100%	100%

Sixty percent (60%) of respondents at least age 70 replied that a household adult had traveled to Israel; only 20% of respondents under age 40 answered similarly (Table 16-2).

Table 16-2
Did Any Adult in the Household Travel to Israel by Age of Respondent
Telephone Survey Data

Age	Yes
18-39	20%
40-59	40%
60-69	36%
70 plus	60%

Given their higher levels of Jewish connections in general, adults in households in the North Shore and City of Milwaukee were more likely than their counterparts in the Milwaukee County Ring and Waukesha County to have traveled to Israel (see Table 16-3). The pattern is quite dramatic — 61% of North Shore respondents, 42% of City of Milwaukee respondents, 26% of County Ring respondents and 18% of Waukesha County respondents reported that an adult in the household had traveled to Israel.

Table 16-3
Did Any Adult in the Household Travel to Israel By Region of Residence
Telephone Survey Data

Region of Residence	Yes
North Shore	61%
City of Milwaukee	42%
Milwaukee County Ring	26%
Waukesha County	18%

Future Travel to Israel?

Respondents in both surveys were asked whether or not any adults in the household are planning to travel to Israel sometime in the next five years. Thirty-six percent (36%) of telephone survey respondents and 37% of Internet survey respondents said that a household adult was planning to travel to Israel within the next five years (note: this question was asked of all households, regardless of previous travel to Israel). Table 16-4 shows that telephone respondents under the age of 70 were more likely to say that an adult in their household intended to travel to Israel in the next five years than were the oldest respondents (the majority of respondents 70 and over had already traveled to Israel).

Table 16-4
Is an Adult in the Household Planning to Travel to Israel
Sometime within Next Five Years, By Age of Respondent
Telephone Survey Data

Age	Yes
18-39	38%
40-59	41%
60-69	42%
70+	21%

About half of respondents in households in the North Shore and City of Milwaukee regions said that adults in their household were planning to visit Israel in the next five years (see Table 16-5), compared to much smaller percentages among County Ring and Waukesha respondents.

Table 16-5
Is An Adult in the Household Planning to Travel to Israel
Sometime within Next Five Years, By Region of Residence
Telephone Survey Data

Region of Residence	Yes
North Shore	48%
City of Milwaukee	50%
Milwaukee County Ring	15%
Waukesha County	22%

In general, households where an adult had traveled to Israel in the past were twice as likely to say that an adult planned travel in the next five years (52%) than were households where adult Israel travel had not occurred (25%).

Teenager Travel to Israel

Both surveys also asked about teenagers traveling to Israel. Respondents with teenage children in the household were asked how many teens in their home have traveled to Israel. About a fourth of telephone survey respondents and almost half of Internet survey respondents reported that one or more teenagers in their family have traveled to Israel (see Table 16-6).

Table 16-6
Number of Teenagers in Household that Have Traveled to Israel
 (Asked of Households with one or more teenagers)

Number	Telephone Survey	Internet Survey
NONE	74%	49%
1	15	34
2	10	15
3 or more	1	2
Total	100%	100%

Respondents in households that reported teens had traveled to Israel were asked if this travel was organized through the program of a Jewish agency. Four-of-ten telephone respondents and about two-thirds of Internet respondents reported that one or more teens in the household visited Israel through a program sponsored by a Jewish organization (see Table 16-7).

Table 16-7
Number of Teenagers in Household Who Traveled to Israel through a Jewish Organization
 (Asked of households where one or more teenagers have visited Israel)

Number	Telephone Survey	Internet Survey
NONE	60%	36%
1	23	47
2	16	14
3	1	3
Total	100%	100%

Importance of Israel

As noted earlier (Chapter 6), survey respondents were asked how important Israel is to them. About half of telephone survey respondents and two-thirds of Internet respondents said that Israel was “very important” to them (see Table 16-8). Small percentages in both surveys said Israel was either “not very important” or “not at all important” — 6% in the Internet survey and 16% in the telephone survey.

Table 16-8
Importance of Israel

Rating of Importance	Telephone Survey	Internet Survey
Not at all important	6%	<1%
Not very important	10	6
Somewhat important	31	26
Very important	53	68
Total	100%	100%

While Israel is “very” or “somewhat” important to significant majorities of respondents in all age groups (Table 16-9), older respondents are more likely to see Israel as important to them than younger respondents. Among those ages 70 and older, 94% see Israel as “somewhat” or “very” important, compared to a little more than 80% among those ages 40-69 and 68% among those younger than 40.

Table 16-9
Importance of Israel by Respondent Age
Telephone Survey Data

Importance of Israel	Age of Telephone Survey Respondent			
	18-39	40-59	60-69	70 plus
<u>Not</u> at all important	7%	6%	12%	1%
<u>Not</u> very important	25	11	6	5
Somewhat important	25	34	17	36
Very important	43	49	65	58
Total	100%	100%	100%	100%

North Shore, City of Milwaukee and Waukesha County residents were most likely to feel Israel is important to them: 60% of North Shore telephone respondents, 61% of City respondents and 55% of Waukesha respondents define Israel as “very important” to them. In contrast, only 32% of County Ring respondents see Israel as “very important.” In contrast, one-third of County Ring respondents (36%) define Israel as “not at all important” or “not very important,” compared to 5% of North Shore, 12% of Waukesha County respondents and 21% of City of Milwaukee respondents.

Table 16-10
Importance of Israel by Region of Residence
Telephone Survey Data

Importance of Israel	Area of Residence			
	North Shore	City of Milwaukee	Milwaukee County Ring	Waukesha County
<u>Not</u> at all important	1%	12%	10%	6%
<u>Not</u> very important	4	9	26	6
Somewhat important	35	18	33	34
Very important	60	61	32	55
Total	100%	100%	100%	100%

Importance of Milwaukee Jewish Community Supporting Israel and Jews Overseas

Within a series of questions focused upon charitable giving (as reported in Chapter 14), survey respondents were asked to give their perspective on the importance of the Jewish community in Greater Milwaukee supporting Israel and overseas causes. Almost identical proportions of telephone and Internet survey respondents — 58% and 59% — thought that it was “very important” that the Jewish community of Greater Milwaukee support Israel and Jews overseas.

Despite Internet survey respondents typically being more connected to Jewish life in both attitudes and behavior on most other survey questions, supporting Israel and Jews overseas resonated with telephone respondents and Internet respondents equally. Only 7% of telephone survey respondents thought that supporting Israel and Jews overseas was either “not at all” or “not very” important (Table 6-11).

Table 6-11

Importance of Greater Milwaukee Jewish Community Supporting Israel and Jews Overseas

Rating of Importance	Telephone Survey	Internet Survey
<u>Not</u> at all important	3%	1%
<u>Not</u> very important	4	6
Somewhat important	35	34
Very important	58	59
Total	100%	100%

While older respondents are the most vigorous advocates of the Milwaukee Jewish community supporting Israel and Jews overseas, **younger respondents are also strong supporters of the community’s mission in Israel and overseas** (see Table 6-12). Approximately nine-of-ten respondents under age 40 and respondents ages 40-59 feel that the Milwaukee Jewish community’s commitment to Jews overseas and to Israel is either “somewhat” or “very” important. Only about 10% of respondents under age 60 see Milwaukee support for Jews overseas as not important.

Table 6-12

Importance of Greater Milwaukee Jewish Community Supporting Israel and Jews Overseas by Respondent Age, Telephone Survey Data

Importance of Israel	Age of Telephone Survey Respondent			
	18-39	40-59	60-69	70 plus
<u>Not</u> at all important	<1%	5%	3%	2%
<u>Not</u> very important	8	5	4	<1%
Somewhat important	44	36	32	30
Very important	48	55	60	68
Total	100%	100%	100%	100%

Regionally, North Shore and Waukesha County residents are the most likely to say the Milwaukee Jewish community's support for Israel and overseas Jews is "very important."

Table 16-13

Importance of Greater Milwaukee Jewish Community Supporting Israel and Jews Overseas
Telephone Survey Data

Importance of Israel	Area of Residence			
	North Shore	City of Milwaukee	Milwaukee County Ring	Waukesha County
<u>Not</u> at all important	2%	1%	10%	<1%
<u>Not</u> very important	4	3	4	6
Somewhat important	32	55	33	23
Very important	63	41	53	71
Total	100%	100%	100%	100%

Chapter 17

Experiences of Jewish Teenagers

In order to gather information on teenagers in the Jewish community of Greater Milwaukee, respondents who previously indicated that they had children in the home were first asked if any of these children were teenagers aged 13 to 17. Forty-two percent of the telephone survey households and 61% of the Internet survey households that have children indicated that they had at least one teenager in the home (see Table 17-1).

Table 17-1
Presence of One or More Teenagers in Jewish Household
 (Asked of respondents whose household has children)

Response	Telephone Survey	Internet Survey
Yes	42%	61%
No	58	39
Total	100%	100%

Participation of Teenagers in Jewish Youth Groups

Respondents in households with teenagers were asked how many of their teenagers participate in a Jewish youth group. Their responses are reported in Table-17-2. In households that have teenagers, 40% of the telephone survey respondents and 67% of Internet survey respondents indicated that teenagers in their household participate in a Jewish youth group.

Table 17-2
Number of Teenagers Who Participate in a Jewish Youth Group
 (Asked of respondents in households with one or more teenagers)

Number	Telephone Survey	Internet Survey
NONE	60%	33%
1	34	50
2	2	16
3	3	<1%
Total	100%	100%

Teen Travel to Israel

Respondents with teenage children in the household were asked how many teens in their home have traveled to Israel. About one-quarter of telephone respondents and about half of Internet respondents reported that one or more teens in the household had traveled to Israel (see Table 17-3).

The following two tables are repeated from Chapter 16 because they pertain to teenagers.

Table 17-3
Number of Teenagers in Household that Have Traveled to Israel
(Asked of Jewish households with one or more teenagers)

Number	Telephone Survey	Internet Survey
NONE	74%	49%
1	15	34
2	10	15
3 or 4	<1%	2
Total	100%	100%

Respondents in the small set of households that reported teens had traveled to Israel were asked if this travel was organized through the program of a Jewish agency. Forty-percent (40%) of telephone survey respondents and 64% of Internet respondents reported that one or more teens in the household had visited Israel through a program sponsored by a Jewish organization (see Table 17-4).

Table 17-4
Number of Teenagers in Household Who Traveled to Israel through a Jewish Organization
(Asked of Jewish households where one or more teenagers have visited Israel)

Number	Telephone Survey	Internet Survey
NONE	60%	36%
1	23	47
2	16	14
3	1	3
Total	100%	100%

Chapter 18

Communications within the Jewish Community

In order to understand how members of the Jewish Community of Greater Milwaukee learn about what is happening in the community, respondents in both survey components of the study were asked whether or not they utilized a variety of information/media sources to keep informed about the community. Their responses to the survey are reported in Table 18-1, organized by whether the respondent answered the telephone survey (the more randomly-based, sample representing all of the Jewish community of Milwaukee) or the Internet survey of largely Jewishly-connected households. Multiple answers were permitted.

The sources most frequently used by telephone respondents to learn about events, activities and opportunities in Jewish Milwaukee are: the community's monthly newspaper, the *Wisconsin Jewish Chronicle* (61%), materials sent through the U.S. Postal Service (60%, content and source not specified), materials distributed at synagogues or Jewish agencies (49%), email/Internet "blasts" from synagogues or Jewish agencies (44%) and basic Internet searches (38%). To a lesser extent, Facebook (15%) and Twitter (2%) and *PlanitJewish* (6%) were also used as sources of information.

Among Internet respondents, more than 75% - and up to 90% - reported using the *Chronicle*, getting materials via the U.S. mail, getting information from synagogue bulletins and email/internet blasts from synagogues and Jewish organizations.

Table 18-1
Ways Respondent and Members of Your Household Learn about
Events, Activities and Opportunities in the Jewish Community
 (Respondents Invited to Select as Many Ways as they Use)

Source of Jewish News, Events	Telephone Survey	Internet Survey
<i>Wisconsin Jewish Chronicle</i>	61%	86%
US Postal Service	60%	88%
Synagogue or Jewish agency bulletins	49%	77%
Email/Internet blasts from synagogue, Jewish organization	44%	90%
Internet Searches (general)	38%	38%
Facebook	15%	28%
<i>PlanitJewish</i>	6%	19%
Twitter	2%	3%
Other sources - miscellaneous	26%	10%
None, No answer	3%	0%

Respondent Age and Sources of Local Jewish Events

One question that communications scholars and those in marketing focus on is how persons of different ages utilize the variety of communication modes that are currently operating in contemporary society.

Telephone survey data summarized in Table 18-2 indicate that older respondents are far more likely than younger respondents to use the U.S. Mail, synagogue bulletins, and the *Wisconsin Jewish Chronicle* to learn about that is happening in the local Jewish community. Conversely, younger respondents obtain information more often from Internet searchers and social media (i.e., Facebook and Twitter).

The youngest respondents are also most likely to report that they did not use any sources of Jewish information about that is happening in the local Jewish community.

Table 18-2

How Did Respondent and Members of Household Learn about Events,
Activities and Opportunities in the Jewish Community, by Age of Respondent
Telephone Survey Data
(Respondents Invited to Select as Many Ways as they Use)

Source of Jewish News, Events	Age of Telephone Survey Respondent			
	18-39	40-59	60-69	70+
<i>Wisconsin Jewish Chronicle</i>	19%	63%	68%	78%
US Postal Service	25%	59%	70%	74%
Synagogue or Jewish agency bulletins	20%	46%	60%	64%
Email/Internet blasts from synagogue, Jewish organization	34%	46%	47%	42%
Internet Searches (general)	52%	51%	30%	14%
Facebook	42%	13%	11%	1%
<i>PlanitJewish</i>	1%	9%	6%	5%
Twitter	8%	3%	<1%	<1%
Other sources - miscellaneous	22%	26%	20%	26%
None, No answer	25%	10%	5%	9%

Chapter 19

Ideas for the Jewish Community

At the end of both the telephone and Internet surveys, respondents were asked two general, open-ended questions to ensure that they had the opportunity to express their own ideas outside of the specific formatted questions included in the survey. The first question asked: “What programs or services do you or other members of your household need that are NOT currently being offered in the Jewish community?” The second asked for “...input, ideas, suggestions...for strengthening the Jewish community in greater Milwaukee.”

The 2011 report organized and aggregated the original responses to these questions into a small set of categories for both the telephone and Internet survey respondents. When reviewing the data file, DataBank staff found a different and more extensive set of categories developed by Dr. Percy for the telephone survey respondents.

The DataBank staff decided that the categories for the telephone respondents available in the datafile should be presented here because they provide richer information than the more limited set in the initial report, especially since they come from the more representative sample of respondents. For Internet respondents, we reproduce the original report’s original categories.

For both the telephone survey and the Internet survey, the frequencies are unweighted.

Telephone Survey Respondents

Telephone survey respondents were most likely to suggest (Table 19-1) new programs or services for the Milwaukee Jewish community that involved adult social programming, singles services or Chavurot as the nexus of adult social interactions, or which involved adult educational and cultural programming.

A second constellation of proposed new programs/services included support for aging populations, Holocaust survivors and special needs populations, including support for those with mental health issues.

Somewhat fewer respondents suggested programs for job placement, career counseling, kosher food options, a Jewish high school or better Jewish youth programming, transportation and increased geographical coverage.

Table 19-1
Respondent Suggestions of Programs and Services Needed in Jewish Milwaukee
Telephone Survey Data Only
 (Respondents Invited to Select as Many Ways as they Use)

Suggestion	Number of Comments
Chavurot; adults social programming; singles services	18
Adult education and cultural programming	10
Support for aging population, survivors	7
Support for special needs population (4); mental illness or special needs support (3)	7
Jobs, job placement and career counseling	6
Food and/or kosher options	6
Jewish high school; better Jewish youth programming	5
Transportation and increased geographical coverage	5
Increased affordability (3); more flexible payment options (2)	5
Support religious for Orthodox lifestyles or specifically Jewish aspects of agencies (2); Orthodox-friendly services (2); More kosher food options (1)	5
In-home care; housing services	4
More liberal or alternative synagogue and groups	4
Interfaith programming (2); outreach to non-Jews (2)	4
Physical wellness programs	3
Support for young families	2
Fine arts programming	2
LGBT support and programming	2
Travel opportunities	2
Information about end-of-life, funeral and burial options	1

Table 19-2 summarizes telephone respondent ideas about strengthening the Jewish community of Milwaukee. Many responses address concerns around participation, outreach and inclusivity in the Jewish community (including interfaith families, LGBT population, and young adults); Jewish education (including children's programming and financial assistance); the structure and relevance of the Federation; synagogue reforms and mergers; and Jewish organizational collaboration. (Twenty-nine respondents volunteered that they were currently satisfied with the community.)

Table 19-2
Respondent Suggestions to Strengthen the Jewish Community of Greater Milwaukee
Telephone Survey Data Only
 (Respondents Invited to Select as Many Ways as they Use)

Suggestion	Number of Comments
Help or urge participation in the community; issues of general outreach and inclusivity	29
Jewish education (3); More/better children's programming (10); More financial assistance with Day Schools and camp (7); Jewish HS	21
Milwaukee Jewish Federation (MJF) not relevant to middle-class; move focus away from top donors, etc.	20
More collaboration among Jewish organizations; combine programs; consider more interactions between movements	17
Outreach to non-Jews (7); outreach to interfaith families (5); outreach to newcomers (2); outreach to LGBT population	16
Synagogue reforms, different rabbis, synagogues joining together	13
Restructure MJF model; change allocations process; explain the job of Federation better	12
Make participation more appealing for young adults	12
More Israel programming; investigate the community's desires regarding Israel	9
Different geographical base	7
Specific programs. Singles programming (3); Social opportunities and events for older adults (2); More cultural events (2)	7
Clearer or more frequent communications	6
Social justice opportunities	5
Make it more affordable	5
Better or more frequent <i>Chronicle</i>	3
Support religious or Orthodox lifestyles or specifically Jewish aspects of agencies (2); more kosher food options (1)	3
Support for mental health and special needs	2

Internet Survey Respondents

Table 19-3 reproduces, from the 2011 report, Internet survey respondent answers to the question about any ideas or input they might have for programs or services for the Jewish community in Greater Milwaukee. The most common responses involved requests for specific programs.

Table 19-3
Topics and Issues offered by Survey Participants in
Open-Ended Question at End of Survey
Internet Survey Data - Unweighted Frequencies

Program Topic/Issue	Number Responses Internet Survey	Examples of Specific Program Topic/Issue
Requests for Specific Programs	28	Job placement, religious, young adult, LGBT, parenting, older adult singles, family worship, teens/middle school, programs for people with special needs,
Education	6	Jewish high school, affordable Jewish education, scholarships for college
Food	5	Kosher food/dining, deli
Affordability	4	Affordability, summer camp, attending synagogues on high holidays without membership
Religious Information	2	Information on vocation, burial
Other Program Interests	2	Older adults/singles
Other Program Related Issues	9	Better Internet site, embrace Jewish and non- Jewish services, improve quality, multi-faith dialogue, open forum on Jewish issues, pro-Israel, separate swimming by gender, survivor population, inclusivity, collaboration.

Table 19-4 reproduces, from the 2011 report, Internet survey respondent answers to the question about any additional feedback – ideas, comments or suggestions. The most common responses revolved around involvement with and participation in the Jewish community.

Table 19-4
Topics and Issues offered by Telephone and Internet Survey Participants in
Open-Ended Question at End of Survey
Internet Survey Data - Unweighted Frequencies

Topic/Issue	Number Responses Internet Survey	Examples of Specific Topics/Issues/Concerns
Involvement/Participation in the Jewish Community	17	Concerns about level of use of programs, age restrictions on programs, desire for more flexibility in program hours, interest in expanding interfaith and intergenerational activities, desire to build future community leaders
Collaboration/Alliances	11	Greater collaboration between institutions and synagogues, merge congregations, build alliances to other groups
Inclusivity	11	Expand inclusivity to the general community, interfaith families, middle class Jews, those who are not Orthodox, those who do not have as much money to donate
Education	10	Scholarship assistance, increased support for Jewish education, Jewish schools, education for non-Jews about Judaism
Religious/Spiritual Issues	9	Better relationships between Orthodox and non-Orthodox Jews, more support for Orthodox institutions, spiritual needs, do not encourage interfaith marriage, sustaining Jewish community
Ideas for Programming	9	Interest in programs focused on LGBT dialogue within the Jewish Community, civility, job search/counseling, Shalom Milwaukee, Torah values, singles, young adults, youth, people with special needs
Affordability	9	Concern about affordability of synagogues, day school education, JCC membership, improve fundraising, include small givers
Sustaining Jewish Community	5	Concern about declining size of Jewish community, about children remaining Jewish